

QUEER EYE • REALITY DATING SHOWS

MAD

1 OF 2
COLLECTOR'S
COVERS!
WE WANT YOUR MONEY!

HAVE YOU
SEEN THIS
IDIOT?



HARRY POTTER
OUR MAGICALLY MORONIC SPOOF!

SADDAM LOOK-A-LIKES
WHERE ARE THEY NOW?

13 THINGS YOU REALLY
LEARN IN **SUMMER SCHOOL!**

UNITED STATES



#443 JULY 2004 \$3.50 CHEAP!

07>

PLAYS TO TAKE NAMES



*Deadly strategies to mess with minds.
Powerful creatures to bust heads.*

*It's all about the beatdown.
This player is in the game because
it's got the deadliest creatures.
And this player knows that only
Magic: The Gathering® delivers
unlimited strategies designed
to warp opponents' minds
and shut them down.*



PLAY BIG magicthegathering.com

Magic: the Gathering, the Wizards of the Coast logo and the ㊦㊧㊨㊩ symbols are trademarks of Wizards of the Coast, Inc. in the U.S.A. and other countries. ©2004 Wizards. Illustration by Dave Johnson.

More Americans would speak out on the obesity problem — but it's impolite to talk with your mouth full!

MAD

JULY 2004

NUMBER 443

DEPARTMENTS

LETTERS AND TOMATOES DEPARTMENT:

Random Samplings of Reader Mail..... 2

RANDOM ACTS OF MINDLESS DEPARTMENT:

The Fundalini Pages..... 6

THEY'RE OFF TO BE THE WIZARDS DEPARTMENT:

"Harry Plodder and the Pre-Teen Nerds Are Actin' Bad" (A MAD Movie Satire) 10

IT'S NOT THE HEAT, IT'S THE STUPIDITY DEPARTMENT:

13 Things You Really Learn in Summer School..... 16

WHO'S YOUR BAGHDADDY? DEPARTMENT:

What Saddam Hussein's Body Doubles Are Doing Now 20

REVISION IMPAIRED DEPARTMENT:

Special Edition Games and Toys We'd Like to See 22

MAD VOW DISEASE DEPARTMENT:

How Gay Marriages Really Affect You..... 26

CIRCUIT CLOWNS DEPARTMENT:

The MAD World of...High-Tech Communication 28

HATING TO EXHALE DEPARTMENT:

The Ironic Breeze Silent Air Purifier 31

SERGE-IN GENERAL DEPARTMENT:

A MAD Look at The Mall 32

JOKE AND DAGGER DEPARTMENT:

Spy Vs. Spy 36

ANGSTER'S PARADISE DEPARTMENT:

Monroe and...Grandpa's Last Ride 38

YOU'RE EXPIRED! DEPARTMENT:

What if Omarosa Dated O.J. Simpson?..... 40

STAFF INFECTION DEPARTMENT:

Meet the Crew Behind Your Favorite Reality Dating Show 42

THE SUBSCRIBE HAS SPOKEN DEPARTMENT:

Inside the Twisted Minds of Magazine Readers..... 44

THE DRAB FIVE DEPARTMENT:

"Weird Eye on the Queer Guise" (A MAD TV Satire) 47

A FAREWELL TO ARM DEPARTMENT:

VH1's The Behind of the Music..... 52

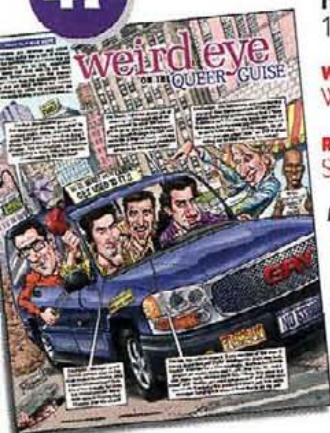
MARGINAL THINKING DEPARTMENT:

"Drawn Out Dramas" Various Places
by Sergio Aragones..... Around the Magazine

MAD (ISSN 0021-9310) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues \$24.00 or 24 issues \$45.00 or 36 issues \$60.00. Outside U.S.A. (including Canada): 12 issues \$30.00 or 24 issues \$57.00 or 36 issues \$78.00. (Canadian price has GST tax included.) Entire contents © copyright 2004 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 52345 Boulder, CO 80322-2345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.



47



36



6



16

COVER ARTISTS:
POTTER
"SNITCH" COVER:
MARK
FREDRICKSON
POTTER 3-D
ARTWORK:
LIZ LOMAX

44





BET MEDDLER

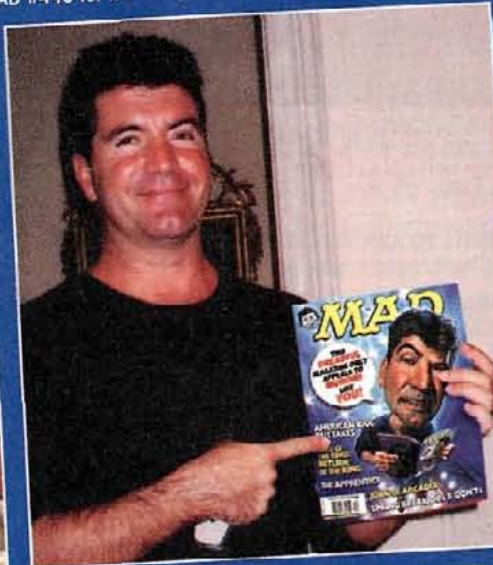
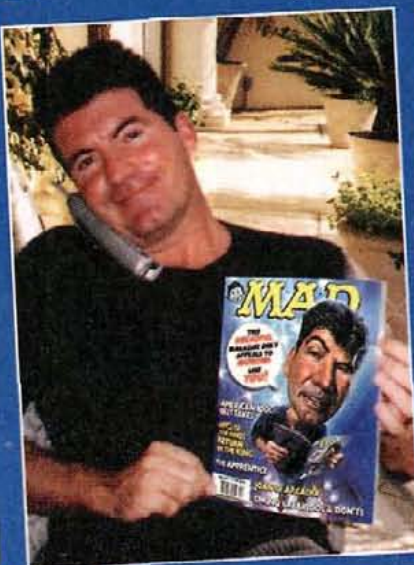
In "What's Pete Rose Betting on This Month?" in the Fundalini Pages in MAD #440, you mention the following: "More contagious, mad cows or SARS monkeys?" It should be noted that SARS was not spread by monkeys, but by civet cats. Civets are a ferret-like animal that the Chinese like to eat raw or at least very, very rare. Not cooking the meat allows the SARS-causing bacteria in the intestines to remain active. The Chinese government banned the sale of civet cats, but the Chinese restaurant owners refused to stop serving them, and the people refused to stop eating them! So, the government ordered 40,000 civet cats to be killed and disposed of.

Tara Bennett, Dover, OH

Tara Card — Here's one bet Pete forgot: What's the worse fate, dying of SARS or having to read another dry and endless missive composed by Tara Bennett of Dover, OH? Pete's getting his affairs in order and making peace with his loved ones. See ya in hell! —Ed.

MAD CELEBRITY SNAPS

Double bango to British reader Jackie St. Clair of London, England for not only getting a Celebrity Snap, but getting a MAD's THE ED'S FIFTY FIFTY™ Snap of *American Idol* meanie Simon Cowell, to boot! Readers take note, Jackie has found the formula for success: simply corner the famous person in their own home and refuse to leave until you get the photo you want. Congrats on your three-year subscription, Jacks! —Ed. (NOTE: See MAD #440 for the complete THE ED'S FIFTY FIFTY™)



TOWN AND OUT

I live in Poughkeepsie, New York and have been a subscriber for a little over a year. In this short time, I have noticed something disturbing: you have made fun of my hometown on TWO separate occasions — once on the Letters Page in MAD #437 and in the "Faketrix Retarded" in MAD #436. I want to know what you have against my city! What has Po Town ever done to you?

Joshua Cohen, Poughkeepsie, NY

Waffle Cohen — What do we have against Poughkeepsie? Well, nothing really. We make fun of it because we're jealous. We're stuck in stupid New York City where nothing ever happens. Just looking at the events calendar for your town, we see that it is a hotbed of activity. Why, we read that the play *Plaza Suite* is being performed at the Cunneen Hackett Arts Center! Just try finding theater like that in the Big Apple! And as sports fans, it kills us that you live in a city synonymous with sports dynasties like baseball's Poughkeepsie Pioneers. That's why we lash out at your teeming metropolis! We're sorry — we'll go back to mocking Paramus! —Ed.



ANTIQUES FREAKSHOW WITH HANS BRICKFACE

Enclosed is a picture of my Rocky and Bullwinkle lunchbox. This lunchbox was purchased about 20 years ago in an antique shop in San Francisco. I paid \$15 for it. The contents included the remains of a healthy lunch that was obviously snatched away from some poor hungry child. His name was still partially inscribed in crayon inside the box. Please tell me that this \$15 has magically transformed into \$1,500!

Linda Schuster, Oakland, CA



Blue Suede Schuster — Typically we wouldn't waste Hans' time on such a mainstream collectible item, but if we don't keep him busy he'll just keep bidding on useless things on eBay! Here's Hans' professional appraisal:

HANS' APPRAISAL

(Unfortunately, the lunchbox market has cooled considerably in recent months. However, the field of discarded foodstuffs collectibles is white hot right now! Why, just last month, a half-eaten, near-mint condition Burger King croissant/wich® fetched upwards of \$2,500 at a Sotheby's auction. So although you overpaid for the lunchbox, if you saved the lunch, you might be sitting on an edible goldmine!

Do you have a wacky item that you think is worth something? Send in a photo and a brief description and we might pass it on to Hans for appraisal! Mail it to: Amy "The Big Appraiser" c/o MAD, 1700 Broadway, New York, NY 10019! —Ed

QUESTIONS FOR MADMAG.COM

The Internet is filled with incorrect information, annoying pop-up ads and disappointingly-fraudulent nude shots of Britney Spears! Sometimes, however, the internet can be your friend, like when our readers end up doing Ed's job — such as this exchange on the MAD message boards on madmag.com:

Is it me or are there others out there that don't get "Monroe"? — Fernando50

Monroe is an open-ended parable about the Sino-Russian War of 1905. Re-read the storylines with this in mind, and it will all make perfect sense! — D.D.

We don't know who you are D.D. (We assume it's you, David Duchovny!) but we thank you for sparing us the time and anguish of answering this squirrelhead! —Ed.

The Big Easel

The things I sent you are Shrinky Dinks. My sister just loves them, so I decided to "shrink" Alfred! Hope you like my Shrinky thing.

Dylan McAdam,
Laconia, NH

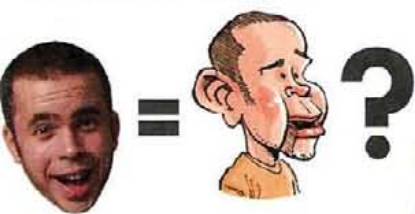


Dylan Me Softly — "Shrinky thing"? You are still talking about your art project, right? Either way, we're betting you're gonna have trouble with the ladies! —Ed. By the way, if you feel like creating unconventional, off-beat and unique Alfred images using stuff from around the house, photograph it and send it to Amy "The Big Easel" c/o MAD Magazine, 1700 Broadway, New York, NY 10019!

AMERICAN IDOL FOR DUMMIES

I was reading the article "MAD's Suggestions for Improving *American Idol*" in MAD #440 and noticed that the dummy in the ventriloquist's lap closely resembled "???" from the "MAD's Photo Personals Gallery: The Men" (MAD #432). Am I right? If so, how many more times do you plan on using him in sketches? P.S. I am not a "???" stalker!

Will Blair, Castro Valley, CA



Truth or Blair — Good eye! It's not only Personals Gallery star "???", but *American Idol* failure "???"! Despite his stirring, 14-minute acappella rendition of Outkast's "Hey Ya," the judges failed to give him his pass to Hollywood — in fact, Paula gave it her harshest criticism yet, labeling it a mere "totally awesome." Sadly, even William Hung won't return his phone calls. So, in answer to your question, you will be seeing "???" in the pages of MAD until we hear Randy Jackson tell him "You're going to Hollywood, dawg!" —Ed-crest out!



GEORGE WOODBRIDGE

In response to the passing of long-time MAD artist George Woodbridge, we received many condolence letters. Here is a sampling from some of George's fans.



Farewell, Woodbridge! Let's all play Squamish!

E. Park, Holdenville, OK

I recently came across the sad news about the death of George Woodbridge. One of my first feature sales to MAD, "MAD's Updated Children's Books" (January, 1988) benefitted from George's wonderful artwork. To this day, the "Children's Books" feature remains my personal favorite, entirely because of the Woodbridge treatment. I am sure I am not alone among the MAD feature writers whose words have been elevated, and, in many cases, reshaped by Woodbridge's talents. Although I look forward to sending future manuscripts, the experience will be a bittersweet one because I know in advance that a favorite, and irreplaceable, member of the MAD extended family is no longer around. He will be missed.

Matthew Smith, University City, MO

I was sad to learn of the death of George Woodbridge. I've enjoyed his work for many years. I wrote to him letting him know how much I loved his work and he responded in kind with a wonderful original sketch of himself.

Tom Anderson, Ukiah, CA

We long-term MAD readers mourn the passing of our long-time friend, illustrator George Woodbridge. His applied talent has enlightened, inspired and entertained us for so many years. We will miss this one of the Usual Gang of Idiots and will treasure his beautiful artwork that graces most of our collectible issues.

George Ferganchick, Canuga Park, CA

The following letters were posted on the message boards at madmag.com:

He was a true artisan. His flair for historical costume I especially liked. He will be missed. —SF Jeff

I'm sorry to hear about George's passing. His versatility was perfect for MAD's many needs. He could mock everything from comic strips to movie posters and illustrations for children's books. But as good as he was caricaturing the rich, famous and recognizable, I'll remember George the best for the way he refused to pretty-up his drawings of regular folks. His babies drooled, his school-age kids picked their noses, his teenagers slouched and had zits, his Yuppies had snarky grins, his middle-aged parents had paunches and his seniors had too many "laugh lines" for any sane person to count. And yet, for all these captured human fallacies, George never overdid the details for cheap laughs — there was almost an affection for his subjects, an identification factor. If you will. More than any other caricaturist on the continent, he seemed to realize that the misfortunes befalling anyone in his art could just as easily come upon himself. My condolences to the Woodbridge family, but also my gratitude for the nurturing you've obviously given to the man to help him produce so many laugh-producing MAD memories over the years. —canucklehead

MAD Celebrity Visits



Bobby Dall with
Advertising Sales Manager
Scott Hendrickson

Sometimes we're lucky enough to get visits from celebs right here in our humble offices. Imagine our delight and surprise when *Saturday Night Live* cast member Seth Meyers and Poison bassist Bobby Dall (in separate incidents) showed their faces in our very hallways! We're betting they spread the word that the MAD offices are the new celebrity hotspot! Next month we hope to have exclusive pics of P. Diddy drinking Cristal with Paris Hilton!

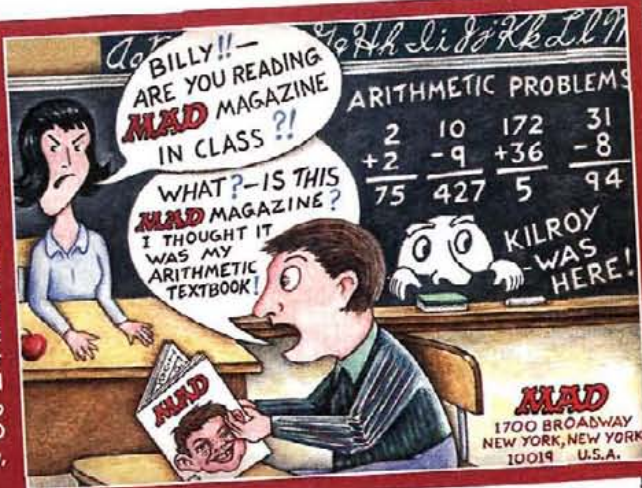


Assistant Art Director Patty Dwyer,
SNL's Seth Meyers, Associate Editor Greg
Leitman and Production Artist Brian Durniak



ENVELOPE OF THE MONTH

We proudly announce the triumphant return of prodigal son Jim "My postman is freakin' terrified" Hutchings to the Letters Page. Although some of you may view this as a crazy move, we think he's just too damn talented to stay mad at! Keep at it — and remember, we always accept non-Hutchings submissions for Envelope of the Month! Send them to: Amy "No Stamp Required" Vozeolas, c/o MAD Magazine, 1700 Broadway, New York, NY 10019!



Make A Dumb Wish Foundation™

I have a wish for the *Make A Dumb Wish Foundation™*. Would all of you Americans please look past the stereotypical image of us Canadians? We're not all polite, doughnut-eating, maple syrup-drinking, snowshoe-wearing hockey players that live in igloos. We live in houses too. We would appreciate it if all you gun-toting, football-watching, bad beer-drinking Americans in all 13 of your States (including Cuba) learn more about us, eh!

Simon Hodge, Ontario, Canada

Hodge Podge — You've got it, Cana-dumbass! American readers take note — not all Canadians are polite, doughnut-eating, maple syrup-drinking, snowshoe-wearing hockey players that live in igloos. In reality, some are nit-picking, time-wasting, belly-aching nimrods! We urge you to look past the Canadian stereotypes. In fact, we urge you to look past Canadians entirely. Just focus on the only country that matters: U-S-A! U-S-A! —Ed.

READER ALERT!!

Whether you love the adventures of a boy wizard, or merely enjoy paying twice for the same crap, you should rush out and buy both of our Harry Potter "collectors covers"!



MAD FAN OF THE MONTH

I'm enclosing what I hope you will agree is a ringing endorsement of your so-called magazine. Easy now, I'm joking! I subscribed to MAD as a youth in Geneva, NY. Apparently, I became hooked, as I am now 53 and subscribe to MAD! This is my 84-year-old mom, Mary L. Gabrian, posing in her glory. The picture she is holding (by August Benz) has been in our family since 3-17-45! Also, the picture on the wall behind my mom is a painting she did for me in 2001.

Roger Flint,
Butte, MT

Roger Dodger — Thank you for the photo of your mother and the memorabilia. What else can we say, except, Hot-buttered Moses! If this is how you pay tribute to the magazines you love, we're glad you're not a long-time Playboy subscriber! Fa fa fa! —Ed.



NEXT MONTH IN MAD #444 ON SALE JULY 13!

WE SLING SPIDER-MAN 2! PLUS, TV'S LAS VEGAS!

NEXT MONTH IN MAD XL #29 ON SALE JULY 13!

HOWARD STERN, THE OLYMPICS AND ARTIST OF THE ISSUE: BASIL WOLVERTON!

MAD

William M. Gaines
founder

John Ficarra
editor

Editorial:

Charlie Kadau, Joe Ralola
senior editors

Amy Vozeolas, Greg Leitman &
Dave Croatto associate editors

Nick Meglin contributing editor

Dick DeBartolo creative consultant

Art Department:

Sam Viviano art director

Nadina Simon associate art director

Patricia Dwyer assistant art director

Ryan Flanders senior production artist

Brian Durniak production artist

Leonard Brenner graphics consultant

Administration:

Paul Levitz president and publisher

Georg Brewer vp — design & retail product development

Richard Bruning senior vp — creative director

Patrick Cadden senior vp — finance & operations

Chris Caramalis vp — finance

Terri Cunningham vp — managing editor

Don DiDio vp — editorial

Allison Gill vp — manufacturing

Rick Johnson vp — book trade sales

Hank Kanatz vp — general manager — wildstorm

Lillian Laserson senior vp & general counsel

David McKillips vp — advertising & custom publishing

John Nee vp — business development

Gregory Noveck senior vp — creative affairs

Cheryl Rubin vp — brand management

Bob Wayne vp — sales & marketing

Contributing Artists

And Writers

the usual gang of idiots

FOR ADVERTISING INQUIRIES ONLY, PLEASE CALL 212-636-5520!

FOR SUBSCRIPTION Questions: Go to the MAD website! All you need is your name and zip code to renew, change your address, give a gift subscription, check your account balance and expiration dates or to request a missing issue. Just go to www.madmag.com or call 1-800-4MADMAG (U.S. and Canada only) or write to P.O. Box 52345, Boulder, CO 80322-2345! Please DO NOT phone, write, fax or e-mail our New York office — we're too dumb to help you here!


VISIT OUR WEB SITE!
madmag.com

HOW TO REACH US

Please Address Correspondence To:
MAD, Dept. 443, 1700 Broadway,
New York, New York, 10019.

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

Fax MAD at 212-506-4848!

A full-page photograph of Tracy McGrady in a blue Orlando Magic jersey with the number 1. He is in mid-air, holding a basketball in his right hand, with his mouth wide open in a shout. He is wearing a white wristband on his left arm and white sneakers. The background is a dark, textured grey.

Great for dunking.

My friends told
me, "T-Mac, you're
gonna be big some day."
Must've been the milk.
About 15% of your
height is added as a
teen and the calcium and
vitamin D can help.
Will drinking a cool glass
of milk make you the
hottest scorer in town?
Hey, it couldn't hurt.

got milk?

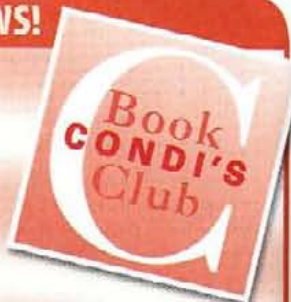
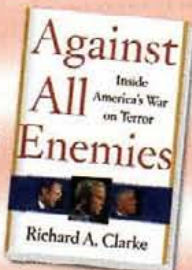
THE FUNDALIN

MOVE OVER OPRAH! IT'S CONDOLEEZZA RICE'S BOOK REVIEWS!



AGAINST ALL ENEMIES BY RICHARD A. CLARKE

Although I haven't read Dick's book, in which a former White House insider describes the Bush/Cheney White House as a paranoid, fact-twisting cabal incapable of intelligent strategy, clearly the timing of this drooling pack of lies is suspicious. He'll obviously say anything to sell his book. He gave us no plan, and besides, he was out of the loop, anyway. Enjoy that 9/11 blood money, Dick!



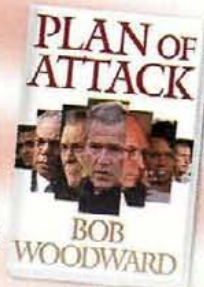
THE PRICE OF LOYALTY BY RON SUSKIND

Although I haven't read Ron's book, an embittered fairytale told by a former White House insider describing the Bush/Cheney White House as a deceptive, rudderless cabal incapable of intelligent strategy, it's clearly the rantings of a mentally unstable man. Paul O'Neil and his crackpot theories never did fit in. However, I feel more pity than rage. I hope he gets the counseling he needs!



PLAN OF ATTACK BY BOB WOODWARD

Although I haven't read Bob's book, in which a longtime Washington insider describes the Bush/Cheney White House as a deceptive, rudderless, paranoid, fact-twisting cabal incapable of intelligent strategy, it's clearly unusual to see a once-respected journalist tackle straight fiction. Unusual and sad. Obviously, he's only trying to sell books! Oh, wait, we already used that one. Did I do "he's crazy cuckoo" yet? Yes? No? Shoot, this is getting tough.



Be sure to stop by next month as National Security Advisor Condoleezza Rice attempts to dismiss three MORE books from separate sources that paint an identical picture of the Bush administration! It's CONDI'S BOOK CLUB!

CELEBRITY CAUSE-OF-DEATH BETTING ODDS

This month: THE OLSEN TWINS

OUR TEAM OF CRACK ODDSMAKERS GIVES YOU THE LATEST VEGAS LINE ON HOW TWO OF TODAY'S BIGGEST STARS WILL MEET THEIR DEMISE!

CAUSE OF DEATH

- | | |
|---|-------------------|
| Heatstroke from studio lights at their inevitable Maxim photo shoot the second they turn 18..... | 2:1 |
| Drunken brawl with Hilary Duff and Amanda Bynes at "G-rated Disney stars" party | 3:1 |
| Bored into terminal coma playing one of their own videogames..... | 5:1 |
| Pestered to death by mothers of every even-slightly-cute little blonde girl, asking how to make them stars, too | 10:1 |
| Sleep deprivation from worrying about high tuition costs at New York University | 740,000,000,000:1 |

ODDS



CALIFORNIA COURT GIVES BLESSING TO CONTROVERSIAL BOUT

El Mariachi, CA — June 2004: In a decision that was closely watched by both sides of the separation of church and state issue, a three-judge panel ruled unanimously today that a featherweight boxing match may be held on state property, even though both fighters are named Jesus.

WHAT PEOPLE EARN



BUSTER CHUNNEL
Author: *Start Stuttering Now!*
Oafington, Vermont **\$13,000**



JACQUE CLAUDE JACQUIER
International Styrofoam Trader
Pissoir, France **69,000 Euros**



SHAMUS PINCUSHION
Trainer, Larry The Coughing Lemur
Pork Lake, Utah **\$111,000**



GEORGE W. BUSH
Assistant To Vice President Cheney
Washington, D.C. **\$400,000**

PAGES

FREAKSHOW FACE-OFF!

Who's crazier, Whitney Houston or Courtney Love?

Whitney: After years of drug problems, put herself in rehab.

Courtney: After years of drug problems, put fan in hospital by throwing a mic stand at him.

Advantage: Courtney!

Whitney: Turbulent marriage has led to husband's incarceration.

Courtney: Turbulent marriage led to husband's suicide.

Advantage: Courtney!

Courtney: Flashed her breast while waiting in line at a Wendy's.

Whitney: Rumored to have actually eaten at a Jack in the Box.

Advantage: Whitney!

Courtney: Phoney baloney reason for craziness: "stress over legal woes."

Whitney: Phoney-baloney reason for craziness: "exhaustion."

Draw!

Whitney: Constantly exploited by violent, less-talented spouse.

Courtney: She is the violent, less-talented spouse.

Advantage: Courtney!

Current status:
Courtney's ahead...
for now!



BITTERMAN

Yo, Neighbor!!!

Oh great...

The Prius is the top-of-the-line gas/electric hybrid! While you shamelessly pollute Mother Earth with your gas-guzzling, road-hogging SUV, my Prius gets 55 miles per gallon and has nearly a zero emissions rating, so the planet we leave to our children will be cleaner and more in balance! What do you think?

You've inspired me to do my part in fighting pollution...



Noise pollution.

Did I mention the spacious trunk?



VIDEO GAME NEWS TICKER

Atari finally releases *Pong* strategy guide... Baseball Commissioner Bud Selig reportedly upset over rampant steroid use in EA's *MVP Baseball 2004*...New *Mario Bros.* game postponed indefinitely after word leaks that Luigi does "unspeakable things" with plunger...Larry Brown steps down as coach in *Larry Brown Basketball '04*...Activision to release game based on annoying Tampax "Pearl Girls" commercial...Ralph Reed signed to lend voice talent to next *Backyard Wrestling*...



Profanity Man II: The @#\$%ing Sequel causes big @#\$%ing controversy...*Game Boy Advance III* to add "C" button for no apparent reason...New *Alex Rodriguez Baseball* will cost over \$5,000 per disk to help pay for endorsement fee...Plot of new *Sonic the Hedgehog* game in development reportedly based on Jane Austen's *Pride and Prejudice*...Rockstar Games' new *Mexican Cockfight* has nothing to do with roosters...



GRAPHIC NOVEL REVIEW

SQUEAKS & CHEESY'S FURRY FUNLAND

by Nora Larkin



For 100 years, from Krazy Kat to Donald Duck, from Bugs Bunny to Pogo Possum, from Opus the Penguin to Pooky the Paramonium, comics have embraced the "funny animal" genre.

However, most wacky zoological creations have been anthropomorphic in nature. (In layman's terms, that means "of or characterized by anthropomorphism.") Feeling children were being exposed to misleading animal information (sort of like if FOX News ran *Animal Planet*) a consortium of child psychologists and educators, in conjunction with The U.S. Zoo Directors Council, asked writer/artist Nora Larkin to change things.

Larkin imagines a cartoon world in which animals act more like, well, animals. The result is a comic book series that offers all the rollicking fun of classic cartoon creatures, while adding authentic biological touches, accurately highlighting the species' natural behavior (not a single character wears a hat, for instance).

The stars of the series, Squeaks and Cheesy, are the two surviving mouse brothers from a litter of 23. Cheesy is the take-charge leader, but somehow his nutty plans always seem to backfire. Squeaks is more interested in eating fiberglass insulation.

A rotating cast of supporting rodents include Rush Limburger, who loves to talk so much that he doesn't mind the intestinal

roundworms denying him vital nourishment. There's also Stumpy, a mouse who still feels pain in the phantom limb he was forced to chew off, as depicted in the story "A Mouse Peculiar Day!" (S&C #3).

Each of these characters only appears once, though. Existence is short and brutal for the mouse. Frankly, we'd rather see them in hats.

144 pgs. \$9.95



MAMA-MAFIA



AMERICAN IDOL REJECTED THEME WEEKS

"PET FOOD AD JINGLES OF THE '70s" WEEK

Meow, meow, meow, meow, meow, meow, meow, meow...



"SONGS WITH ONE SPOKEN WORD" WEEK

Tequila... Tequila... Tequila...



"NATIONAL ANTHEMS OF AMERICA'S SWORN ENEMIES" WEEK

Oh, Canada...



"GRAMMATICAL CORRECTIONS" WEEK

You aren't anything but a hound dog...



"RESTAURANT SIGNS PUT TO MUSIC" WEEK

Restrooms are for the use of customers only. Soup of the day: split pea. All baking done on premises. No substitutions, please...



FRIENDS OF FUNDALINIPAGES

Charles Akins Tom Cheney Desmond Devlin Duck Edwing Garth Gerhart Gary Hallgren Charlie Kadau Jeff Kruse Patrick Merrell Joe Rainola Sam Sisco Mike Spider Jack Svrcace



Zit happens.



ZAPZYT kills acne-causing bacteria fast. So results are all you see.

©2002 Wellman Pharmaceuticals, Inc.



THEY'RE OFF TO BE THE WIZARDS DEPT.

He's the most famous wizard in the world. He's the only one who can beat its top villain. And he has incredible powers unmatched by anyone else. But on screen, even after two movies, he and his fellow students come off like a bunch of adolescents in a school play! Yep! They're still...

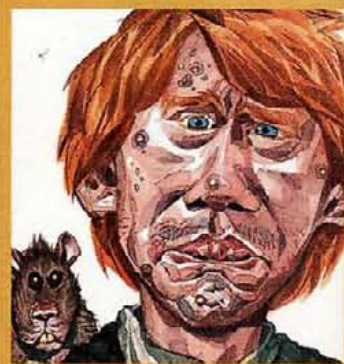
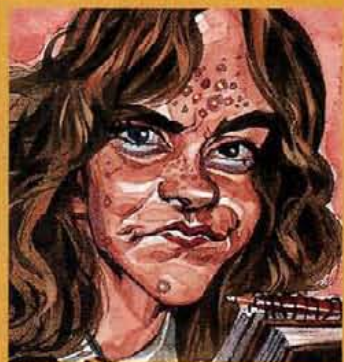
Harry

Voices squeaking 'stead of speaking
Plot devices they are seeking
For a story line that's reeking
Something witless this way comes!

Here's our hero, what a zero
Dreads the end of his career o
Plain to see he has much fear-o
After "Harry" nothing comes!

Young Herwhiny's doing finey
Every nerd's sweet Valentiney
If she'd ever flash her heinie
They'd explode their craniums!

Though Runt Queasy knows it sleazy
Feeding Rat Chow tidbits cheezy
Acting well for him ain't easy
Dumb expression's all that comes!



Seldom dated, constipated
As headmistress - antiquated
Chances are she's never mated
Thus C-Rated this film comes!

Ol' Haggard's back and for a snack
He ate a brand new Cadillac
A teacher now, but just like Shaq
In Steel — his bad performance numbs!

Our professor's predecessors
Never made it two semesters
Like those Trump Apprentice jesters
Something short-lived this way comes!

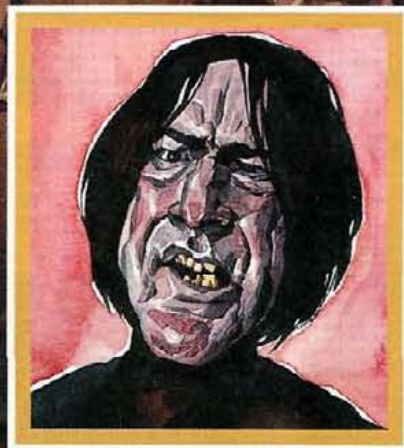
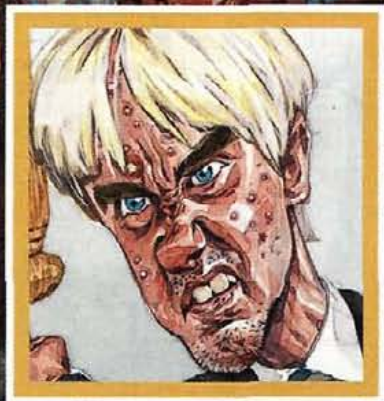
Plodder

AND THE PRE-TEEN NERDS ARE ACTIN' BAD

Drano's beaming 'cause he's scheming
Plodder's gonna get a reaming
Wise up, gel head, you're just dreaming
Harry wins it with his chums!

Can he speak well for this sequel?
Even if his lines they tweak well
He's no Richard Harris equal
Watch how Doubledork succumbs!

Snapped is jealous, overzealous
Can he act two moods, please tell us!
Is "bad cop" all he can sell us?
One dimension ALWAYS comes!



★HAVE YOU SEEN★



★THIS WIZARD?★



With his know-how Wuck can show how
He transforms from stately lowbrow
To a flea-infested bow wow
A dog movie this becomes!

Fingers freezing, they keep squeezing
All the victims they are seizing
To a sadist? Very pleasing!
To all others? Pass the Tums!

Did they edit? Man, you said it!
Right until the final credit
It's us if they never read it
But who cares? My money comes!

Bruin offended? Bowels distended?
Blame our screeching voices blended
Too bad this spoof's far from ended
Next page more bad writing comes!

A spinning top? A broom kit?
Abracadammit! Why couldn't Runt and Herwhiny have sent me something **GOOD** for my birthday? Like maybe a "Pixies Gone Wild" DVD, or an inflatable buhobotuber? I've got a whole summer to kill in this dinky little room! What am I supposed to do with my hands, card tricks?



Leading tonight's newscast, a **manhunt** is underway for crazed killer **Delirious Wack**, who escaped from **Azcabana** prison last night! He killed the parents of **Harry Plodder**, and there are **unconfirmed** reports that he plans to murder young **Harry** as well! But before we get to that breaking story, we have the **meaningless** results of an interactive viewer poll, yet another update on **Mel Gibson's Jesus** movie, and exclusive footage of a monkey playing the banjo!



I've got to sneak out of here quietly, without being noticed. It's got to be something low-key. Aha! I've got it! I'll blow up **Fugly's** aunt to the size of the **Goodyear Blimp**!

This baby travels faster than the speed of light! The only drawback is that it's impossible to see the digital readouts on the dashboard. I have no idea which radio station we're listening to!

You almost crashed! Can't you slow down?

No! I have to get to the driving school, and apply for my learner's permit!

One thing first. If there's a super-fast bus that zips to anywhere instantly, why do all us kids have to ride that creaky, steam-powered train to school every semester?

Um... er... "Do not speak to driver while vehicle is in motion!"



Brrr!!! I haven't been this cold since I sat through a Thursday/Friday taping in **David Letterman's** studio audience!

I can't feel my face! It's totally frozen!

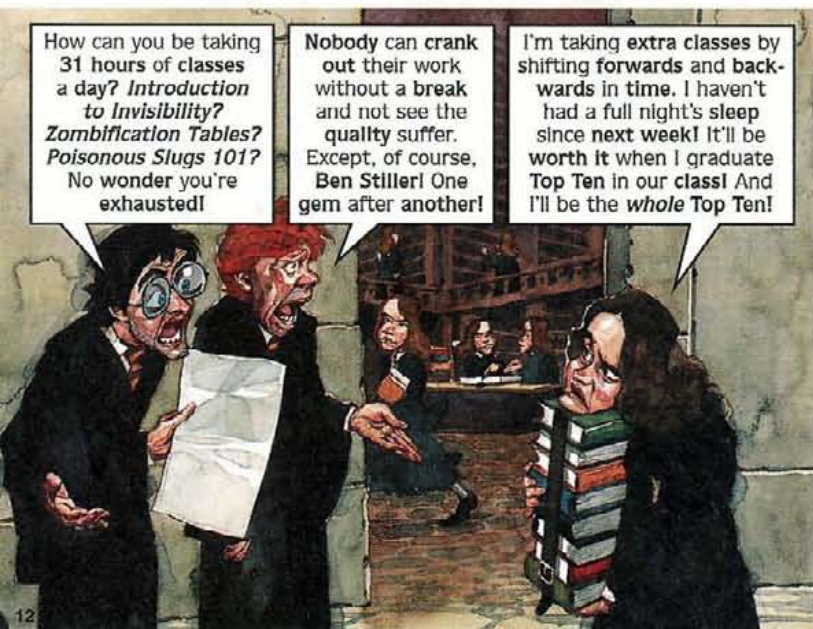
Stop complaining! Just deal with it, the way **Meg Ryan** does!



How can you be taking 31 hours of classes a day? **Introduction to Invisibility?** **Zombification Tables?** **Poisonous Slugs 101?** No wonder you're exhausted!

Nobody can crank out their work without a break and not see the quality suffer. Except, of course, **Ben Stiller**! One gem after another!

I'm taking extra classes by shifting forwards and backwards in time. I haven't had a full night's sleep since next week! It'll be worth it when I graduate **Top Ten** in our class! And I'll be the **whole** **Top Ten**!

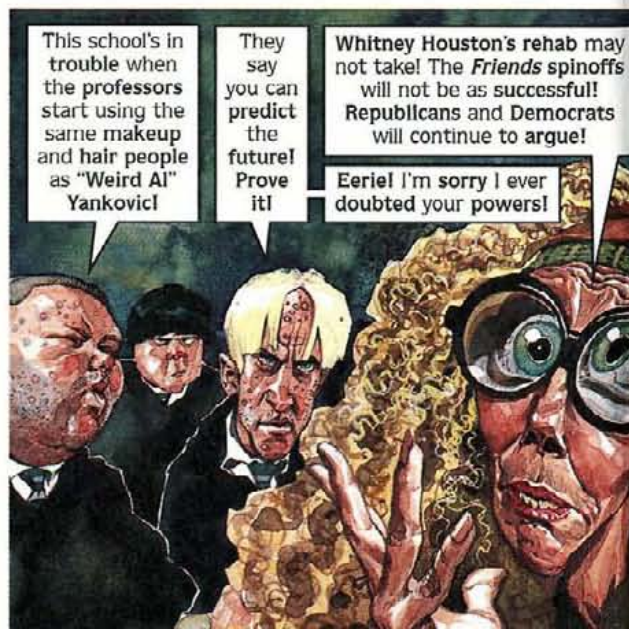


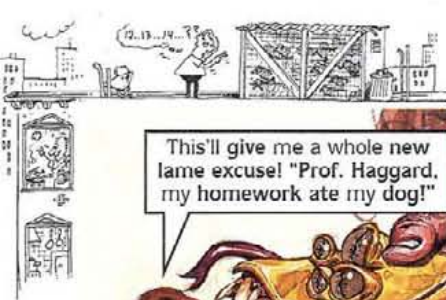
This school's in trouble when the professors start using the same makeup and hair people as "**Weird Al**" **Yankovic**!

They say you can predict the future! Prove it!

Whitney Houston's rehab may not take! The **Friends** spinoffs will not be as successful! **Republicans** and **Democrats** will continue to argue!

Eerie! I'm sorry I ever doubted your powers!

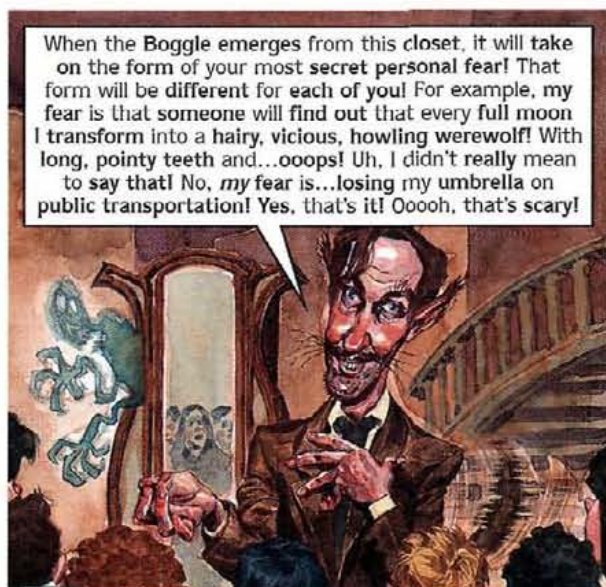




This'll give me a whole new lame excuse! "Prof. Haggard, my homework ate my dog!"

Be careful openin' yer books! They're snarlin', spittin', vicious and filled with hate! This one's written by Sean Hannity!

Gaaahhh! I'm being mauled by a half-bird/half-horse! He's pecking me with his beak! And I won't even mention what he's doing to me with his horse half!



When the Boggle emerges from this closet, it will take on the form of your most secret personal fear! That form will be different for each of you! For example, my fear is that someone will find out that every full moon I transform into a hairy, vicious, howling werewolf! With long, pointy teeth and...ooops! Uh, I didn't really mean to say that! No, my fear is...losing my umbrella on public transportation! Yes, that's it! Ooooh, that's scary!



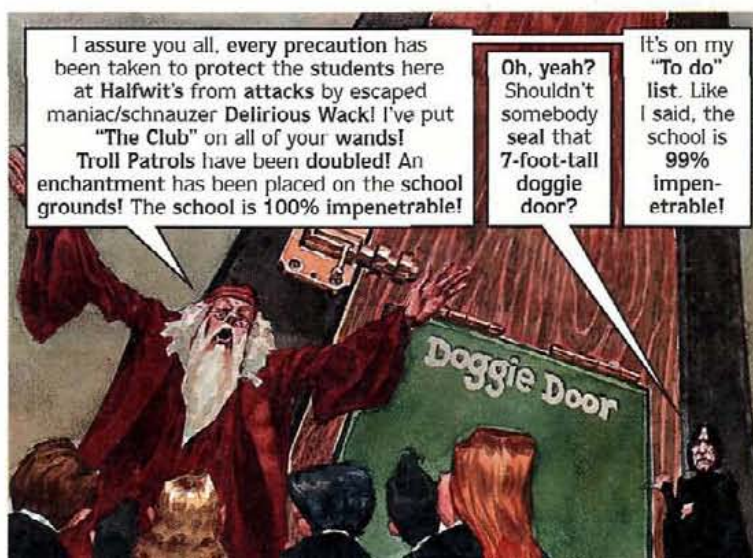
Unbelievable! How could it be possible?

Yeah, not one "coming out of the closet" gag in the previous panel! That took incredible restraint!

No, I mean look at those jagged claw marks and slashes! Some beast has attacked the portrait of the Fat Lady!

I'm not fat! I'm Rubenesque!

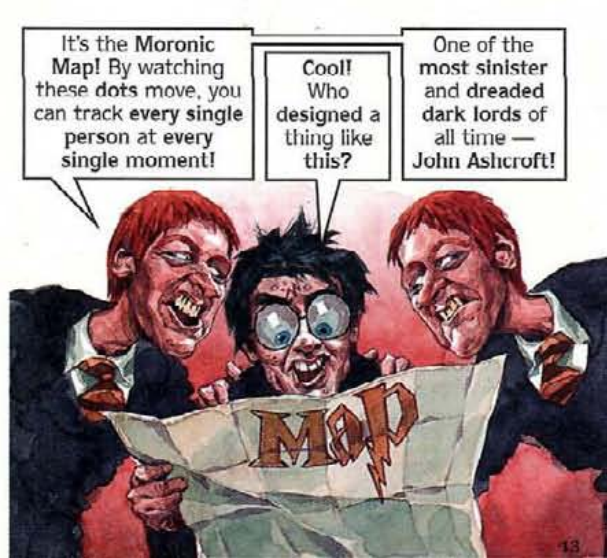
Yeah, right! Ruben Studdard-esque!



I assure you all, every precaution has been taken to protect the students here at Halfwit's from attacks by escaped maniac/schnauzer Delirious Wack! I've put "The Club" on all of your wands! Troll Patrols have been doubled! An enchantment has been placed on the school grounds! The school is 100% impenetrable!

Oh, yeah? Shouldn't somebody seal that 7-foot-tall doggie door?

It's on my "To do" list. Like I said, the school is 99% impenetrable!



It's the Moronic Map! By watching these dots move, you can track every single person at every single moment!

Cool! Who designed a thing like this?

One of the most sinister and dreaded dark lords of all time — John Ashcroft!

Your invisibility cloak is wicked! So what are you going to do with it? Sneak into R-rated movies? Get free plane rides anywhere in the world? Stroll through the girls' locker room?

Even better! I'm going to secretly listen to the same boring professors I have to hear all day long at school!

I will never forget this moment. As of today, I'm just the SECOND-biggest geek at Halfwits!



Haggard, your dangerous animal faces execution! Your teaching methods are a disaster! Official complaints have been filed by the parents of every student in your class, except one!

At least it's good to know I've got some support!

Not exactly! The only ones we haven't received complaints from are Plodder's parents, and they're dead!



We'll begin your private afterschool lessons today. I'll teach you the "Spaghetti-O Pennzoil" spell that will allow you to create a luminous shape to defend yourself against a 4,000-pound nightmarish devil dog, or a faceless skeleton in a bag that's trying to suck your insides out! It's kind of like studying for the SATs!

Maybe it's still not too late for me to transfer to a safer school. I hear Baghdad Junior High is nice!

If you can't master this spell, I'll be forced to give you an "incomplete," because you'll probably be missing both arms and a head!



Oh, no! My bedsheets are soaked! But for a change, it's not my fault! Herwhiny's nasty cat Suckpants just ate my pet rat, Scabies! Boo hoo hoo! Sob! I'll never see my rat again!

Sure you will! Just wait a few hours, then hang around the cat's litter box!



The suspense is killing me! When will we find out if they're going to execute Bigbeak or not?

It won't be long now!



I shall demonstrate the awesome power of the crystal ball! Attuning myself to its vibrations, I can use this cosmic orb to answer the mysteries of the universe!

Did Delirious Wack really betray my parents?

Signs point to yes!

Is he trying to kill Harry Plodder, too?

Reply hazy, try again!

Why does your all-powerful crystal ball have a big "8" on it and make a sloshing noise?

Uh... um... Better not tell you now!



Those rotten Slipsnslide cheaters will do anything to beat Griddlecake at Squamish!

I don't know if Slipsnslide is using illegal steroids or not, but Drano Malformed just tore a 45-pound muscle in his upper lip while sneering! They'll never match Harry's moves, though! That broom is like a part of him!

It has to be! Three movies and not a single love scene! I'm a horny teen! Straddling this broom is the closest thing to getting any action around here!



Scabies! You're alive!

It's the oldest tale of them all: "boy meets rat, boy loses rat, rat comes back from the dead."

And here comes Herwhiny's cat! And now, the mysterious dog! Who's got the broadcast rights for this movie, Animal Planet?



As always in these movies, the explanation is a simple one, presented in a long, ponderous, not-at-all entertaining fashion! I was assigned to protect Harry's parents. But my friend, who could turn into a rat, replaced me. Only he was secretly helping Druckermort. Then he stayed undercover as a rat with Runt, even though Runt had no connection to Harry at the time. Oh, then there's my other friend, Loophole, who's secretly a werewolf. He's the reason I'm a dog. Then, I sneaked back to Halfwit's and started biting paintings after I escaped from the prison I was in for killing the guy who turns into a rat, except he wasn't really dead. If you don't believe me, check his toe. I know what you're thinking: so what about the super-intelligent cat...?

God, I wish I was in *Scooby-Doo 2*. The bad guy would just say it was "because of you meddling kids," and then shut the hell up!



I'm surrounded by hundreds of shambling, half-dead succubi! It's like being in the audience at a Fleetwood Mac concert! I've got to correctly perform the advanced spell, on my first and only try, or else I'm toast! Well, here goes! AN-TON-IO BAN-DER-ASI!



Going back in time is the only way we can save everybody!

Not only that, but we can enjoy some laughs along the way! Haw! Get a load of that four-eyed dork! And check out the geekazoids he's with! Those three losers must be filming a dating show for CSPAN2!

Earth to Harry! That's US you're looking at, putz!



Just my luck. I finally get a father figure, and he's got ringworm!

You are very much like your real father, Harry — cold, stiff, and glassy-eyed! You've saved Halfwit's! If your parents were here, they'd be very proud of you. And I'd need a lot of Febreze to de-stinkify this office!

I'm sorry I saved Halfwit's! Has anybody besides me noticed that this wizard academy is a training camp for creeps and maniacs? Everyone who's ever tried to kill me was a Halfwit's student or professor! And there's four more years of this? GET ME OUT OF THIS HELLHOLE SCHOOL!





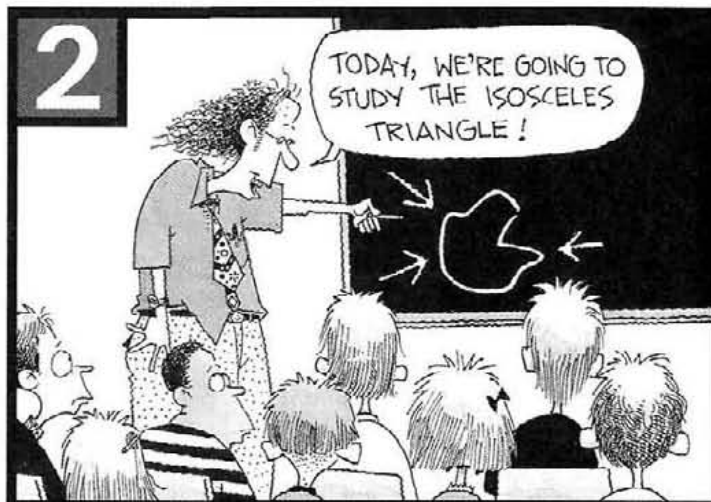
JOHN CALDWELL'S

You thought you could just skate right through the school year, that you'd be able to do a minimal amount of work and the teachers would pass you on to the next grade — boy, were you wrong, moron! Now it's time to pay the price! So say goodbye to fun in the sun and hello to long days in hot classrooms. It's going to be bad — really bad — as you will see in...

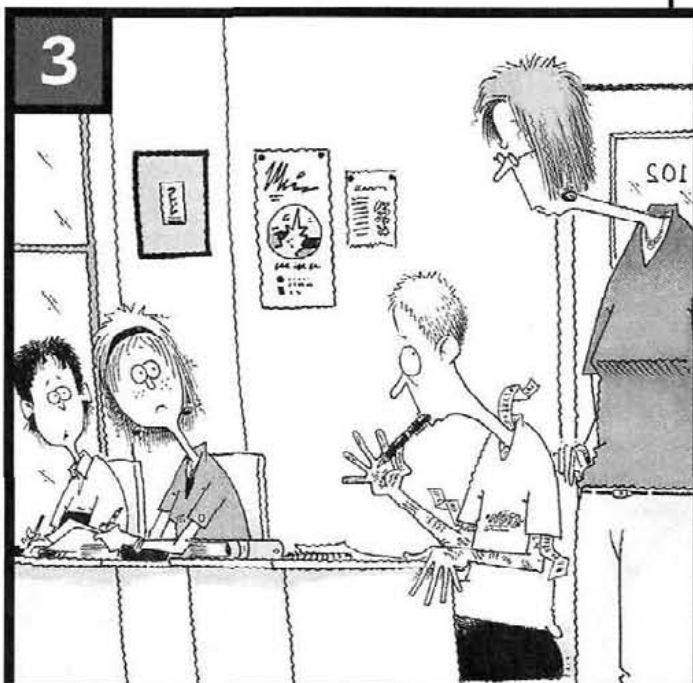
13 THINGS YOU REALLY LEARN IN



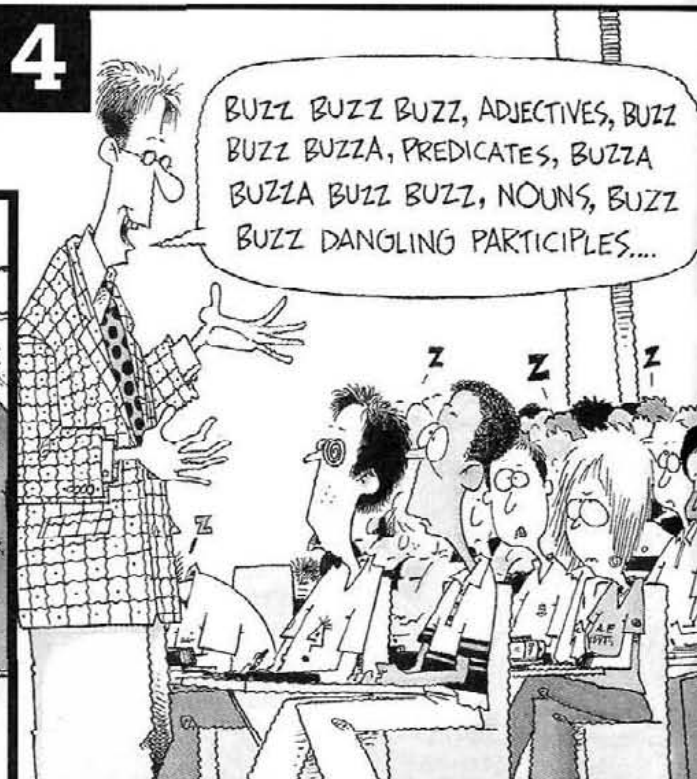
Anybody can suck at math, but it takes a real dipwad to be taking shop class over.



The really good teachers, like the really good students, don't end up in summer school.



Crib notes, cheat sheets and ballpoint answer tattoos are harder to hide under light summer clothing.



Teachers tend to drone on much longer when there aren't any smart-ass know-it-alls there to raise their hands every ten seconds.

SUMMER SCHOOL

5



When it comes to copying answers on tests, the pickings can be quite slim.

8



So-called "classic literature" written by dead English guys is just as difficult to get through during baseball season as it is in football season.

6



Nothing says "numbnuts" like a dork waiting for a school bus as a carload of his friends blows by on the way to the beach.

7



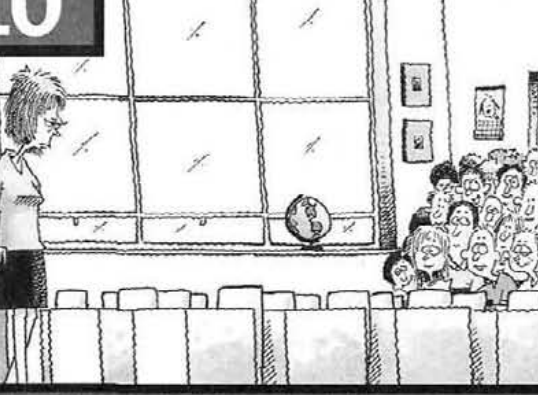
Unlike the rest of the year, breaking up into teams for a science project doesn't mean there'll be at least one smart kid there to help jackup your grades.

9



Trying to be the class clown in a roomful of other slacker wiseasses is just not worth the effort.

10



Everybody can't sit in the last row.

12

11

YO! TWERP NOZZLE! YOU GOT SOME NERVE SITTIN' IN OUR SEAT WITH OUR LUNCH MONEY IN YOUR POCKET!

**Fewer students on the bus means
that it's harder to avoid the bullies.**

12

THE SOUP LOOKS GOOD DON'T IT?

TODAY'S SPECIALS
GARLIC BREAD
CHICKEN
HAM
PIZZA
MILK SHAKES

There's nothing lower on the culinary ladder than substitute summer lunch ladies.

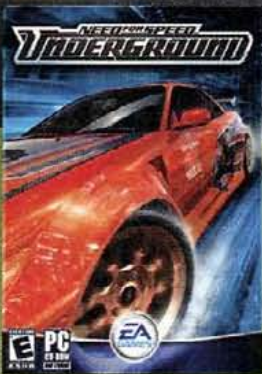
13

UM... WOULD YOU LIKE
UM... FRIES WITH THAT?

The upside of the whole thing is that it means one less menial and humiliating minimum wage summer job that you have to put on your résumé.

ESSAY TOPICS GUARANTEED TO
LAND YOU IN SUMMER SCHOOL

- RING AND RUN: A SCIENTIFIC STUDY OF DOORBELLS
- CAPS I HAVE WORN BACKWARDS (A SHOW AND TELL PROJECT)
- GROWING LOCKER POT: A FIELD GUIDE TO SUCCESS
- SATANIC GRAFFITI: AN UNRECOGNIZED CAREER OPPORTUNITY
- HUFFING RUBBER CEMENT AND ITS EFFECT ONNNNNNN
TTHHHHE BRAAAA / NINININ~

[illegible]

**IF YOU WANT TO BE THE FASTEST
YOU NEED A PC EQUIPPED WITH AN
NVIDIA GEFORCE FX GRAPHICS PROCESSOR.
GET BLAZING PERFORMANCE, STUNNING
EFFECTS AND ROCK-SOLID RELIABILITY.**





As the dictator of Iraq, Saddam Hussein was about as popular as a UPN sitcom. Knowing there was always some pesky rebel plotting to shoot multiple holes through his chest, he employed dead-on look-a-likes to keep his enemies guessing. But since the ruthless despot has been captured, they've all had to pursue other work. It's a fascinating human interest story with vital national security implications, not to mention a MAD exclusive. Here's...

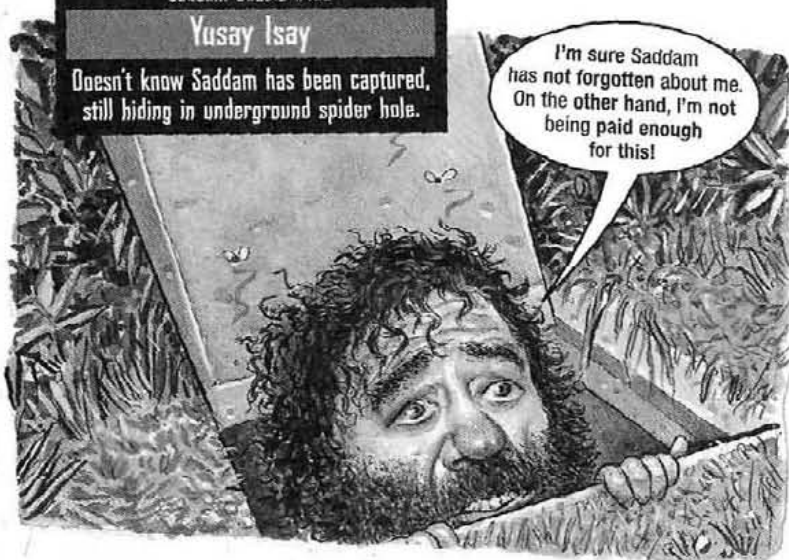
WHAT SADDAM HUSSEIN'S BODY DOUBLES ARE DOING NOW

Saddam Double #153

Yusay Isay

Doesn't know Saddam has been captured, still hiding in underground spider hole.

I'm sure Saddam has not forgotten about me. On the other hand, I'm not being paid enough for this!



Saddam Double #49

**Abid Mullah Muljah
Muljah Mullah Abid**

Owner/Operator of Omaha Nebraska's most successful (and only) falafel cart.

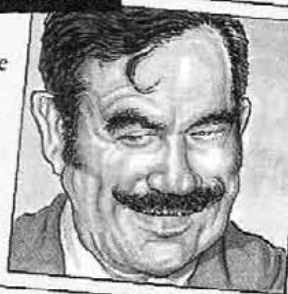


Saddam Double #72

Befan Bra-Koli

Unemployed, in search of soulmate.

Former Saddam Double seeks hot burqua babe for romance in suburbs of Tekrit. I enjoy black market trading, short walks before curfew and not being assassinated. Box #3523.



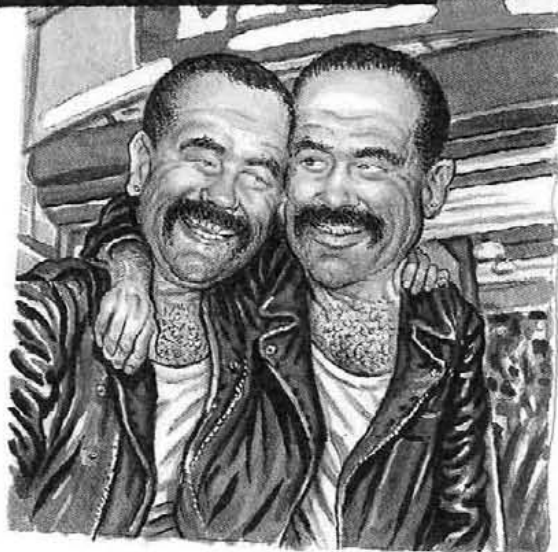
waffles and pandas. Box #2974

I'm 28, 5'7". Ex-gay, turned straight via

Saddam Doubles #16 and #63

Ambul Sheetin and Wadya Yameen

Finally living their alternative lifestyle out in the open as proprietors of their own San Francisco leather boutique.



ARTIST: DREW FRIEDMAN

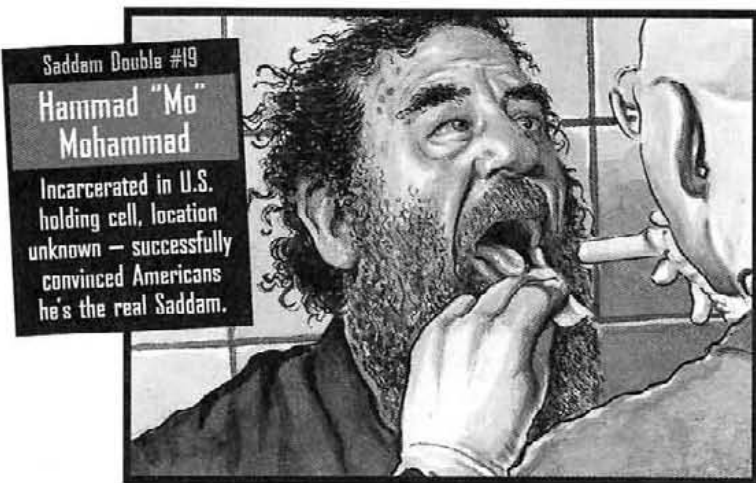
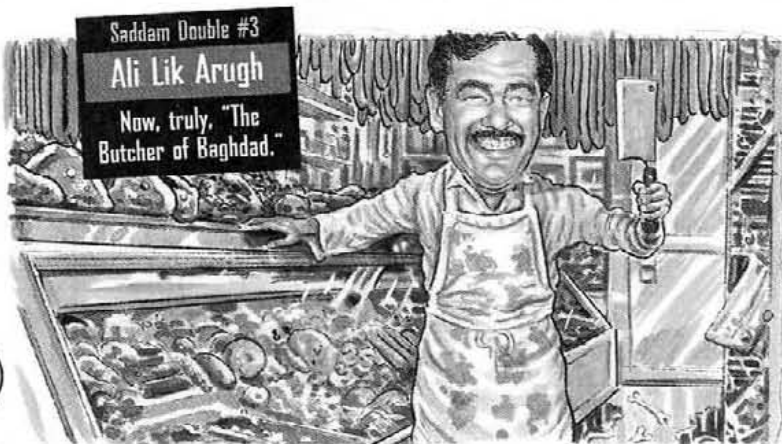
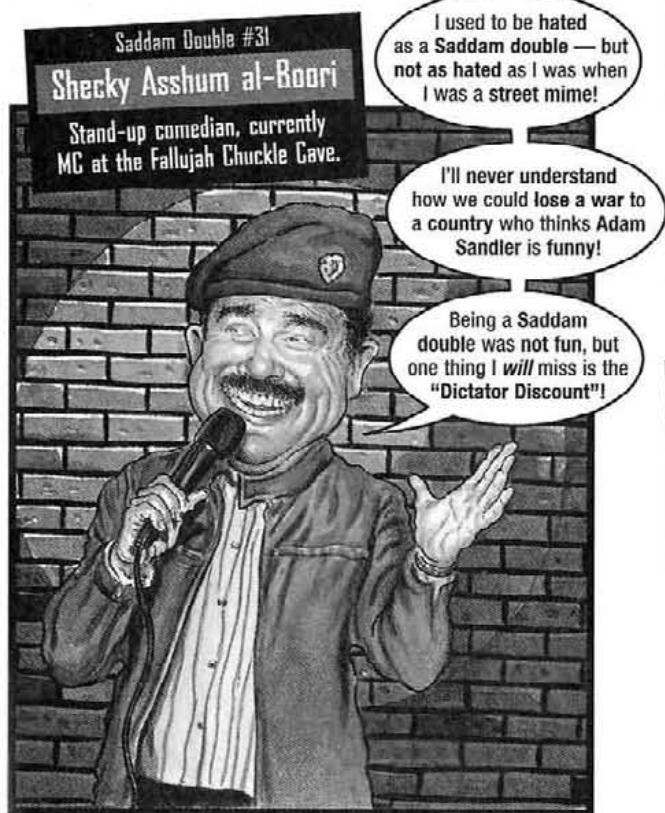
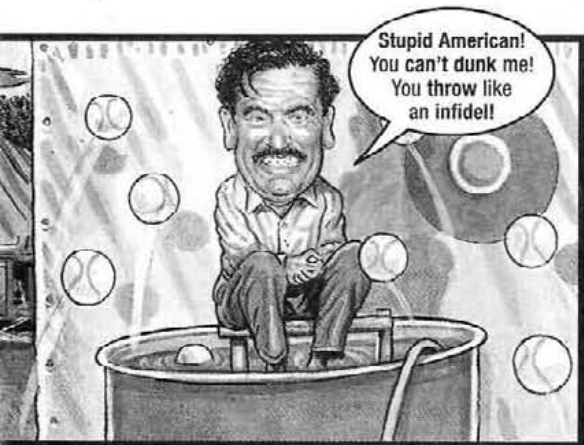
WRITER: STEVE ROSSO

Saddam Double #107

Hamza Zaham Jr.

Professional target at carnival Dunk Booth.



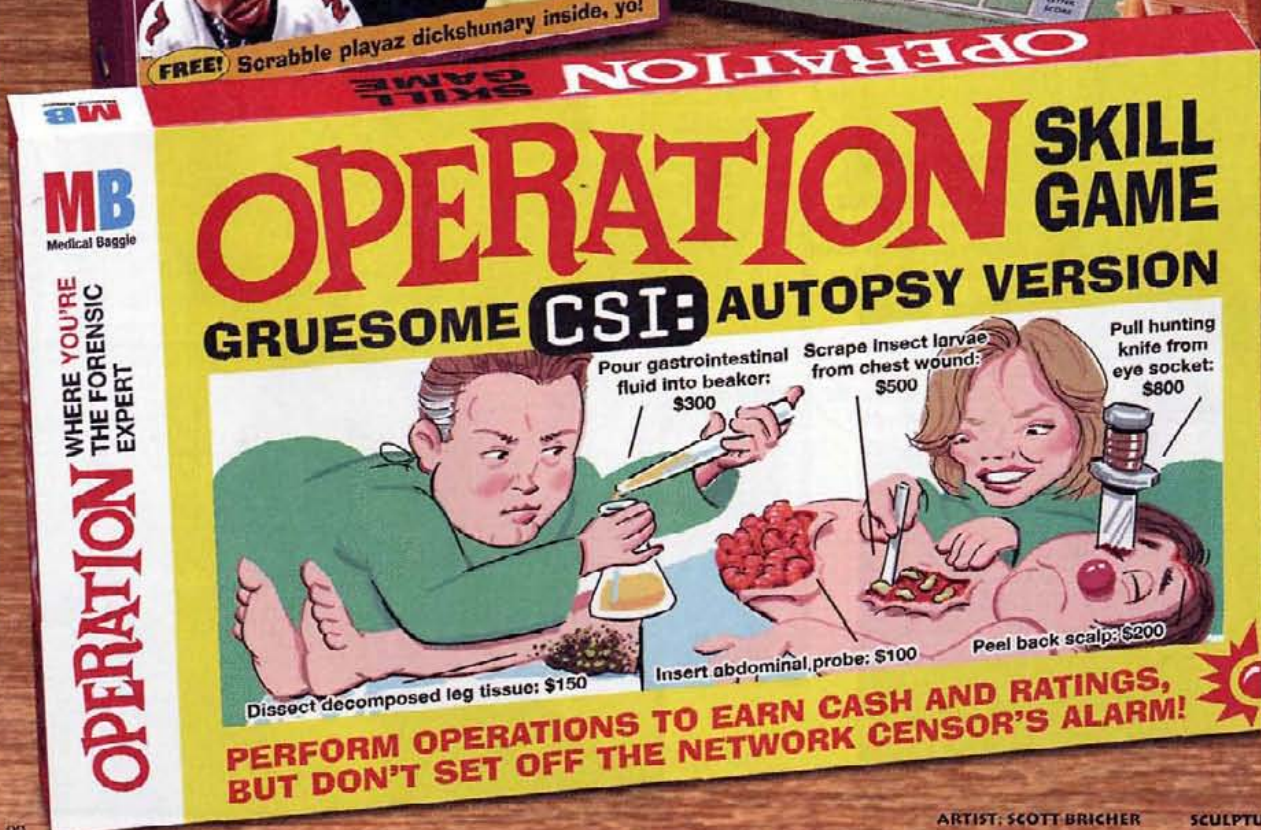
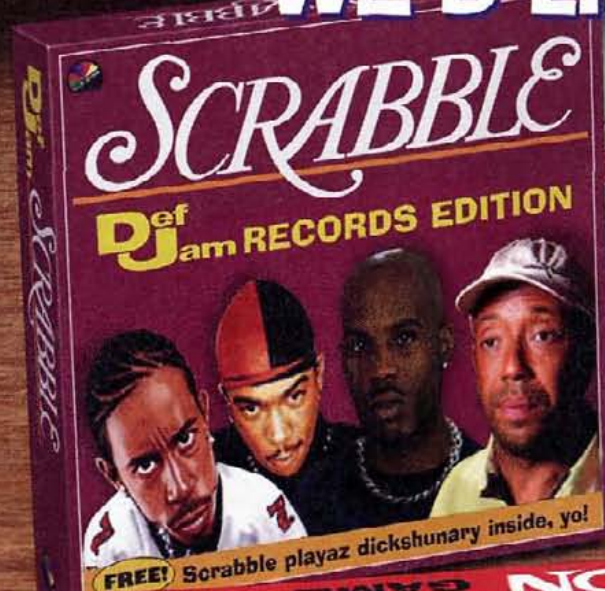


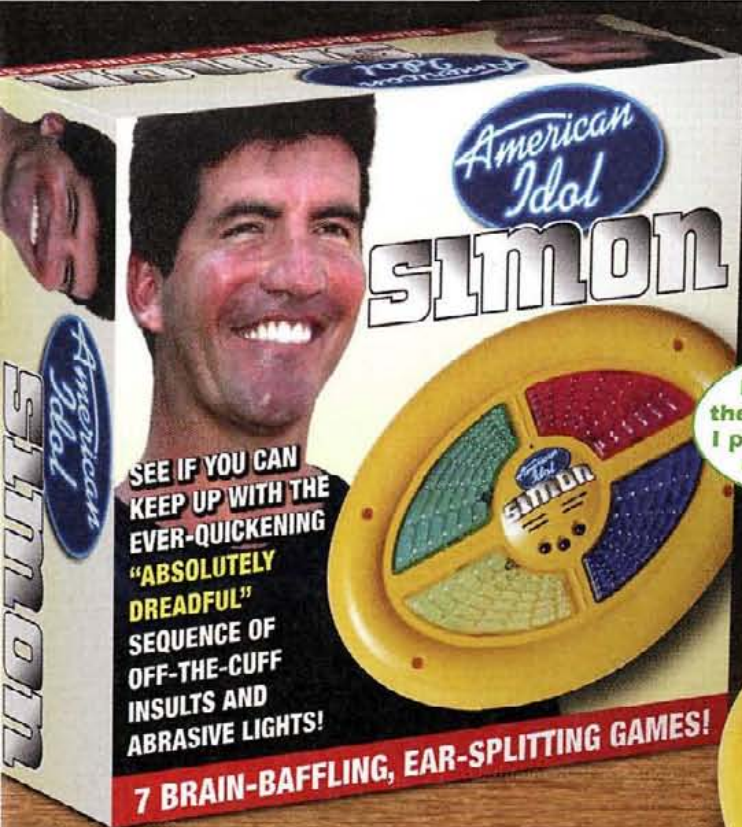


The old saying "there's nothing new under the sun" definitely applies to the entertainment world. Movie studios crank out sequels, musicians slap together remix albums and we pass off lame gags from the Nixon era as MAD XL! Now, toy companies are repackaging classic board games with pop culture themes, resulting in hybrids like Harley-Davidson Monopoly and *The Simpsons* Clue. These pairings make about as much sense as Demi Moore and Ashton Kutcher! While we can appreciate the quick cash to be made from these licensing deals (*MAD TV*, anyone?), we think more relevant combinations were overlooked, especially these...

SPECIAL EDITION GAMES AND TOYS

WE'D LIKE TO SEE





Don't take this the wrong way, but I prefer you when I close my eyes.

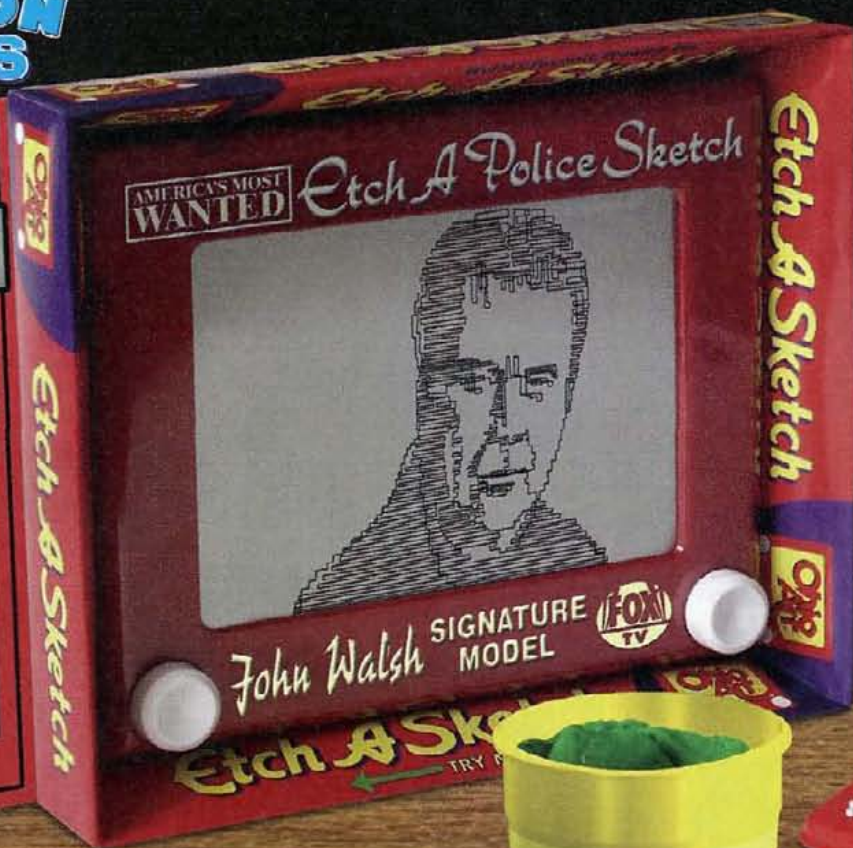
That was terrible, I mean just awful.

You sang like a ventriloquist dummy.

You're so terrible, you're not even good enough for Bulgarian Idol.



WE'D LIKE TO SEE



Use biased thinking to help single out your opponent's face!

THE MYSTERY FACE GAME

GUESS WHO?

Is Your Person African American?

Does Your Person Wear a Turban?

PARANOID PROFILING EDITION

Mr. Potato Head

Michael Jackson Model

Use funny body parts and your imagination to create all sorts of **WACKO JACKOS!**

Includes '80s "King of Pop" and '04 "Freak" potato bodies, shoes, arms, glove, fedora, facemask and 18 noses

Mr. Potato Head



What is it about gay marriage that gets so many people upset? They act like it's the greatest threat to the American way of life since Osama bin Laden. Why? We've thought about this and thought about this, and we've come to a conclusion: we're not very good at thinking! So, we've decided to do what the Bush Administration does when faced with a problem: make things up! Here's our fabricated research on...

HOW GAY



Twice as many marriages, twice as many boring wedding videos to suffer through.

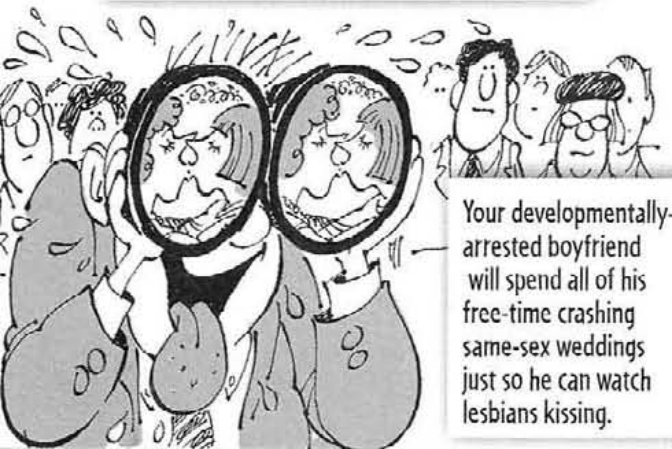


Most men, already allergic to tying the knot, will now look upon marriage as being "way too gay."

Your wife will no longer have to make up a fictitious character when comparing you to some other husband who tidies up the house and doesn't even notice other women.

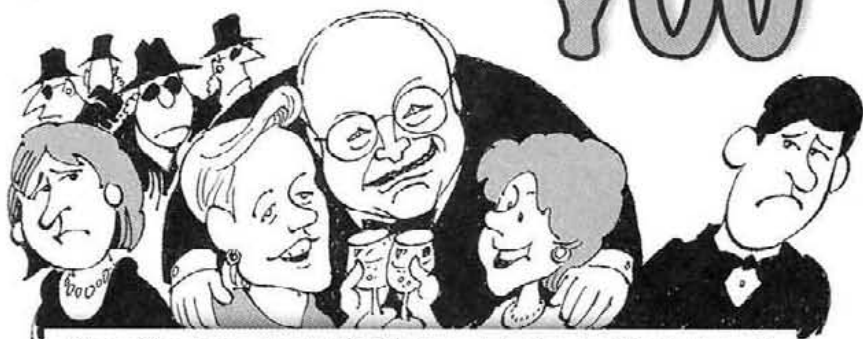


The gay friend you used to cry to about your bad relationships will have less time for you because he has to get back home to the "old ball and chain."



Your developmentally-arrested boyfriend will spend all of his free-time crashing same-sex weddings just so he can watch lesbians kissing.

MARRIAGES REALLY AFFECT YOU



It's a million to one shot, but if Dick Cheney's lesbian daughter is allowed to marry your sister, you could end up with the old crook in your family.



Gay marriages will open the door for the greatest scourge ever unleashed upon mankind to multiply and feast upon humanity — namely, divorce lawyers.



It's bad enough you have to cough up cash for a gift every time some straight sucker in your office gets married, now you'll have to shell out more dough when gay co-workers stupidly take the plunge, too!

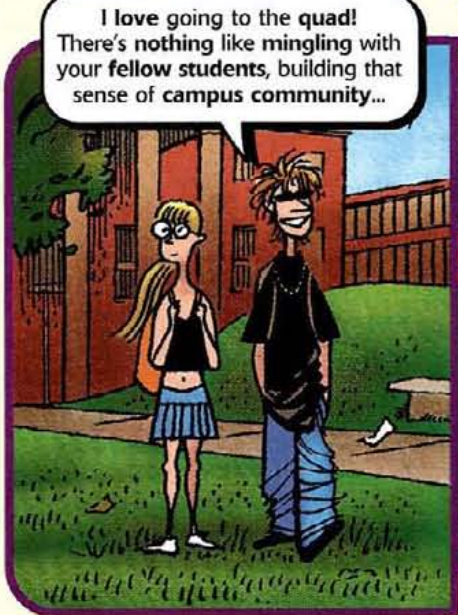
Your mother will have an even longer list of people who've gotten married to cite and nag "why the hell haven't you tied the knot yet?"



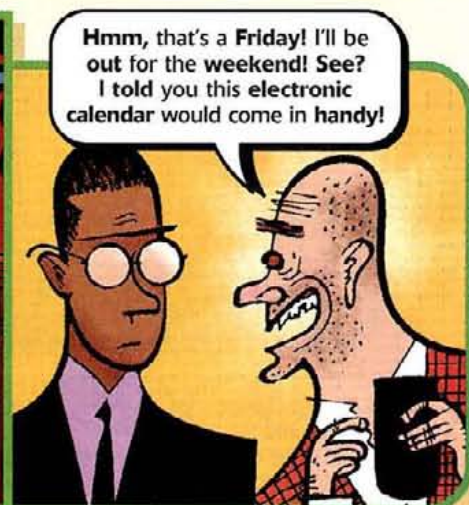
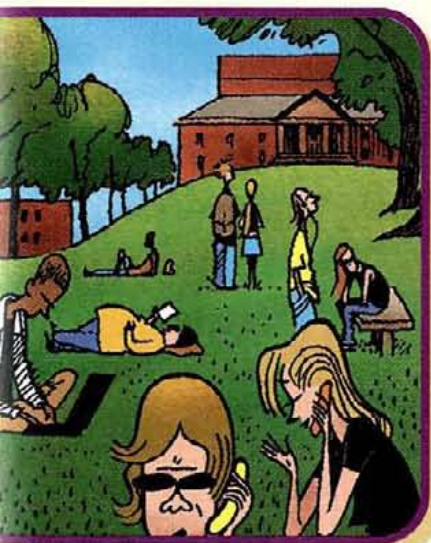
After she hears about her gay friend's elegant wedding, your fiancée will be even less open to your idea of being married in a Vegas casino by an Elvis impersonator.



The MAD WORLD of... HIGH-TECH



COMMUNICATION



Jerry, our funds have been cut, so we're forced to release you!

But sometimes I still hear voices in my head!

I know! That's why we're giving you this cell phone!

You mean, I should call you when I start hearing the voices?

No! But when you talk back to them, speak into this! At least you won't look crazy!



Back when I was your age, when we wanted to get free music, we couldn't just download it with a couple of clicks!

We had to drive two miles to the store and steal a record!

This spam generator is great! I sent out a million emails for my product!

How'd it go?



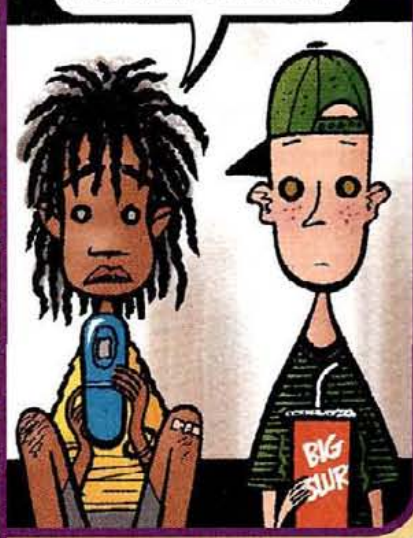
Great! I got a 10% return rate!

That's really high!

Playing "DoomBuster" on my phone is awesome! The only problem is, it cost me \$500 last month!

\$500? Why?

When I was zapping the Kreels, I accidentally called China for two hours!



Yeah! A hundred thousand people telling me to ##\$% off!



THE IRONIC* BREEZE SILENT AIR PURIFIER WORKS 24-7!

1. It's silent!

The Ironic Breeze is the world's quietest non-powered air purifier; plugging it in and turning it on, however, will add some noticeable noise.

2. It works!

Tests at a leading university which we endowed with a \$500,000 grant show that the Ironic Breeze traps particles better than any other competing air purifiers whose manufacturers didn't give them a \$500,000 grant.

3. No filters!

Never buy or change a filter again! Simply wipe the blades clean with any industrial strength corrosive compound using standard EPA and OSHA hazardous material guidelines. It's that easy!

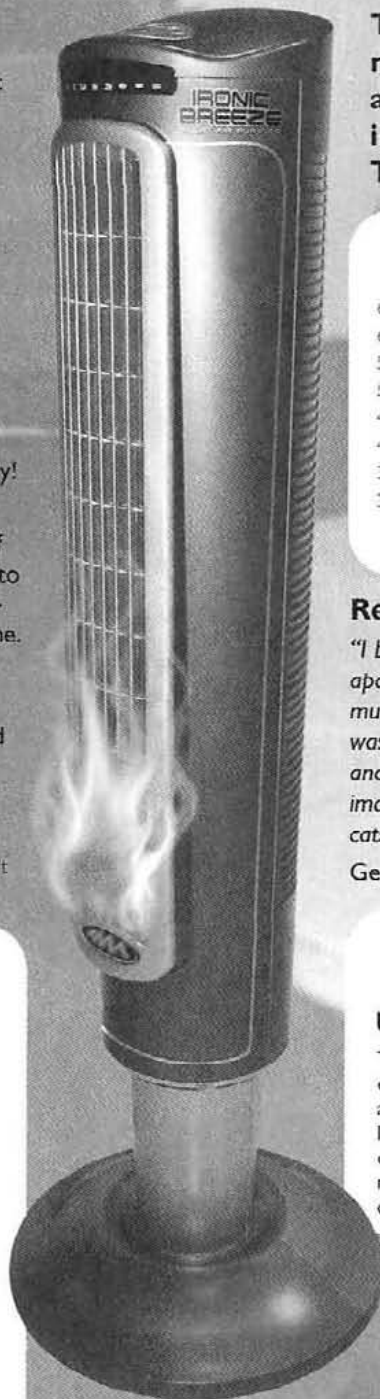
4. Cleans 24-7!

The Ironic Breeze cleans about 24 hours out of every 7 days — more than ample time for you to shut it off and let it cool down to prevent overheating and possible catastrophic fire in your home.

5. Save money!

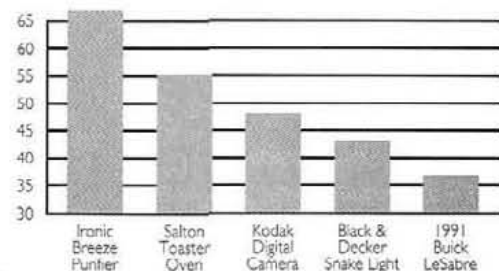
The price may seem extraordinarily high compared to other air purifiers, but when compared to the cost of buying and erecting a private bio-dome, it's far less expensive!

*We call it the "Ironic Breeze Silent Air Purifier" because there's no breeze, it isn't silent, and the air coming out won't be any cleaner than the air that went in. Pretty ironic, huh?



The Ironic Breeze is America's most trusted brand of air purifier according to a recent survey taken inside the executive offices of The Shoddier Image.

Air-cleaning ability when compared to other brands:



Read an actual customer's comments:

"I bought an Ironic Breeze for my New York City apartment. After only one hour I was amazed at how much cat hair had gathered underneath it — and that was before I even plugged it in! It's true I have 40 cats and I live in one room, but it was still a lot. I can't imagine living without it. Especially since many of my cats now like to sleep in the box it came in."

George S., professional wood-sander

Here's how it works:

1. The collection grid is charged with negative ions, while your credit card is simultaneously charged with five easy payments.
2. The positron filidge neuters the alternating gordbozone with neutronic freebin.
3. The grid collects dust and dander, while we continue to collect an additional sixth payment to cover the cost of shipping and handling and out-of-court product liability settlements associated with the Ironic Breeze.
4. Only healthy air particles are "invited" into the purifier, where they are nourished and sent on their way. That means the air comes out thicker than before, so it sticks to your nasal passages more easily.**

** Not guaranteed to work in New Jersey. Arrows shown in diagram sold separately.

NEW! RELEASED JUST IN TIME FOR THIS AD! THE IRONIC BREEZE ULTRAVIOLET DELUXE

The added ultraviolet light tortures and embarrasses dust particles so they go away and never come back! Of course, ultraviolet light is invisible to the human eye, so your deluxe model will look, sound and operate no differently than our regular model that costs \$100 less. But it's there — trust us!



ORDER NOW!!

Purchase a floor model for only
\$349.98

Purchase a desktop model for only
\$349.99

Or, break the base off a floor model to make it a desk model and save!

Remember, you can't lose with our **FULL FIVE-YEAR WARRANTY** on all the packing materials, instruction book and the rubber band that holds the AC cord wrapped up in shipping.



AVAILABLE AT

THE SHODDIER IMAGE®

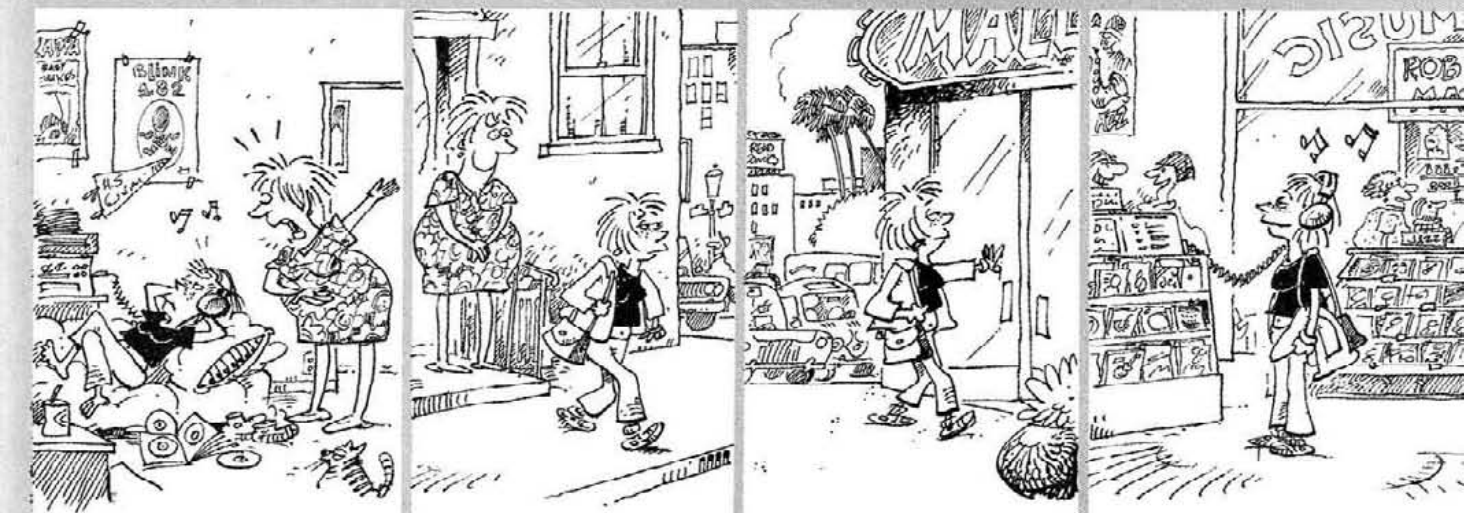
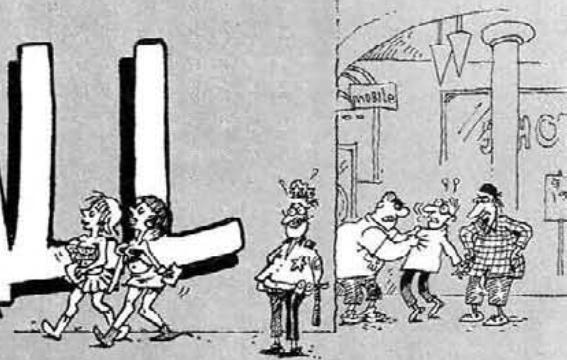
A MAD AD PARODY

WRITER: DICK BIC

SERGIO ARAGONES PRESENTS A MAD LOOK



AT THE MALL





FRASIER 04

THE PRIMATE VS THE PLUMBER



ACTION-PACKED MAYHEM AS MARIO AND DONKEY KONG SQUARE OFF! HELP MARIO NAVIGATE 6 THRILLING WORLDS TO OUTSMART DONKEY KONG AND RESCUE THE MINI-MARIOS.



You could win a Classic NES limited edition Game Boy Advance SP, an extensive Mario and Donkey Kong game library and much more courtesy of Nintendo, DC Comics and MAD Magazine.

**For official rules and a chance to win, go to:
WWW.DCCOMICS.COM/MVSDK**

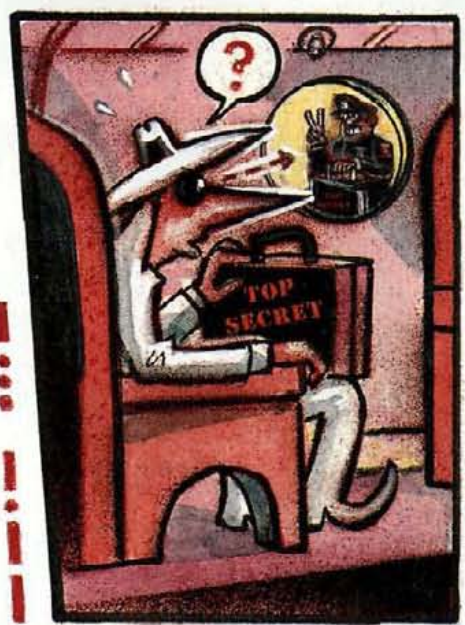


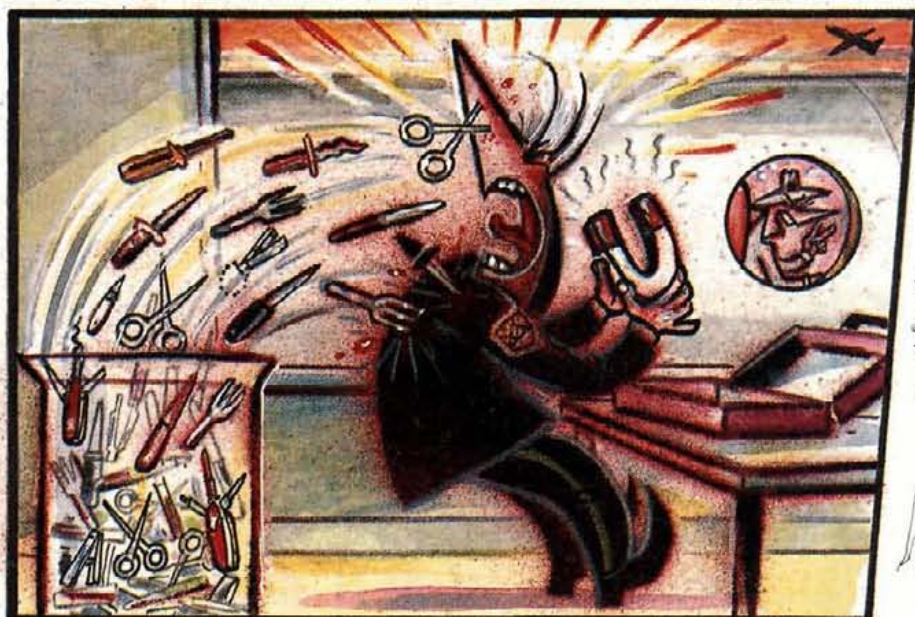
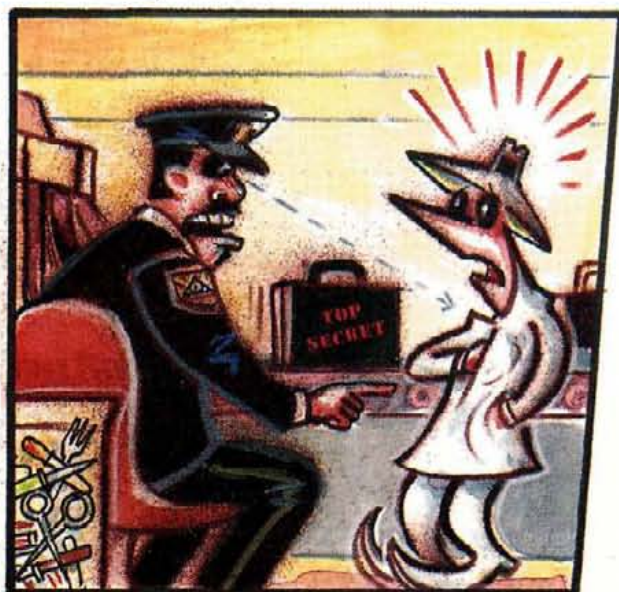
GAME BOY ADVANCE SP

TO FIND A COMIC SHOP NEAR YOU CALL 1-888-COMIC-BOOK

No purchase necessary. Open to legal residents of the U.S., excluding residents of Florida and Puerto Rico, who are 13 years of age or older, as of 5/17/04. Void in Florida, Puerto Rico, and where prohibited by law. Sweepstakes ends on 6/30/04. © 2004 DC Comics. All rights reserved. The DC BULLET is a trademark of DC Comics. MAD is a trademark of E. C. Publications, Inc. © 2004 Nintendo. Developed by Nintendo Software Technology Corporation. TM, © and the Game Boy Advance logo are trademarks of Nintendo. © 2004 Nintendo.









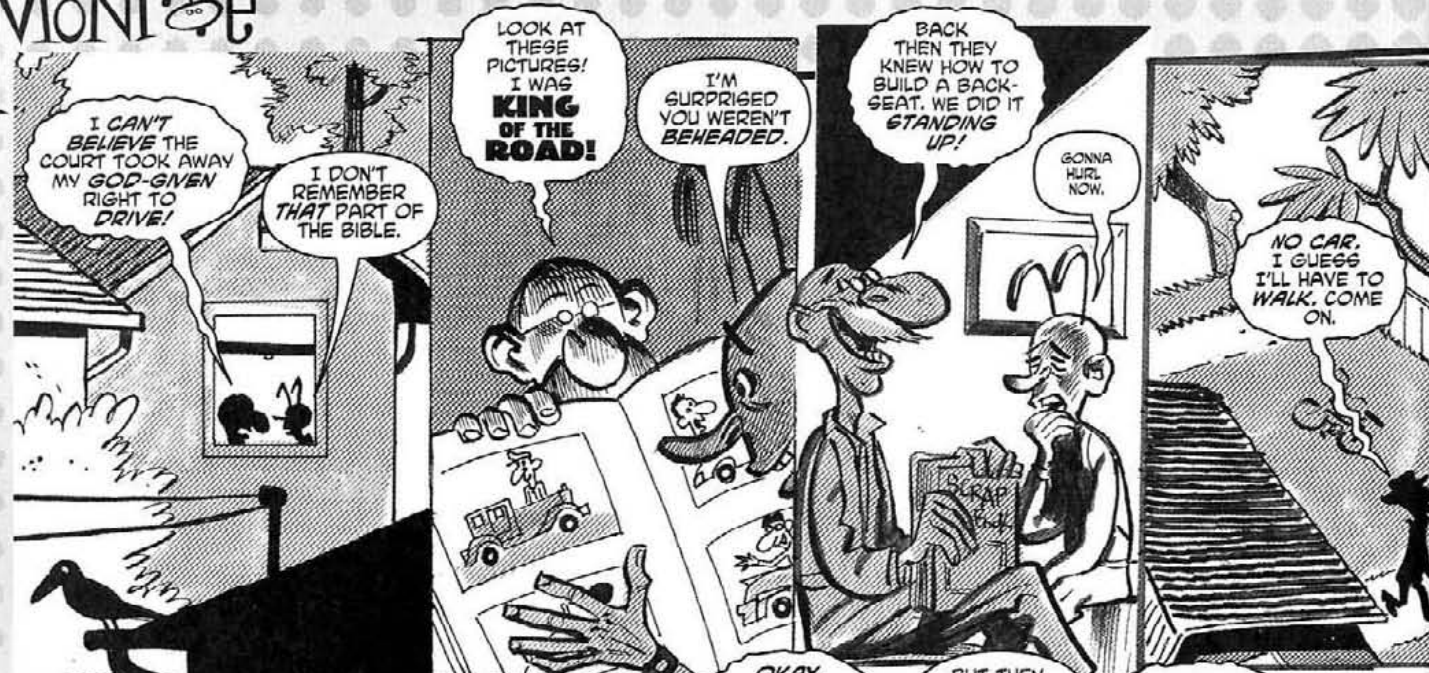
Get
your
motor
stalling,
it's...

Monty and...



GRANDPA'S LAST RIDE





I CAN'T BELIEVE THE COURT TOOK AWAY MY GOD-GIVEN RIGHT TO DRIVE!

I DON'T REMEMBER THAT PART OF THE BIBLE.

LOOK AT THESE PICTURES! I WAS **KING OF THE ROAD!**

I'M SURPRISED YOU WEREN'T BEHEADED.

BACK THEN THEY KNEW HOW TO BUILD A BACK-SEAT. WE DID IT **STANDING UP!**

GO ONA HURL NOW.

NO CAR. I GUESS I'LL HAVE TO WALK. COME ON.



SORRY, LADIES, BUT THAT WAS THE LAST RUN. THE DMV PULLED MY PAPERS.

NO, NO, NO!! I'LL DO ANYTHING! CONSIDER THE DENTURES GONE!



STOP YOUR Slobbering. I CAN'T STAND IT.

YOU CAN'T? LOOK AT ME! I'M DRENCHED!



OKAY, OKAY, WE'LL FIGURE OUT SOMETHING! COME ON, KID.

BUT THEY PULLED YOUR LICENSE AND MOM AND DAD WON'T LET YOU TAKE THEIR CAR.



I STILL GOT SOMETHING UP THIS OLD SLEEVE.

IS THAT WHAT I'M SMELLING?



I'M NOT SO SURE THIS IS A GOOD IDEA.

TELL YOU WHAT, ONE RIDE AND THE CAR IS YOURS.



WOW! REALLY? A CITATION?!

SURE! WHY NOT?



U-STORE IT

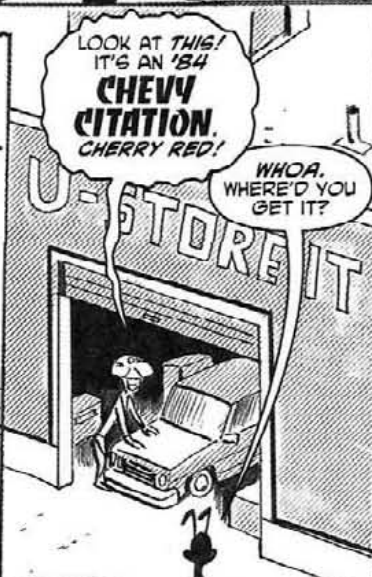
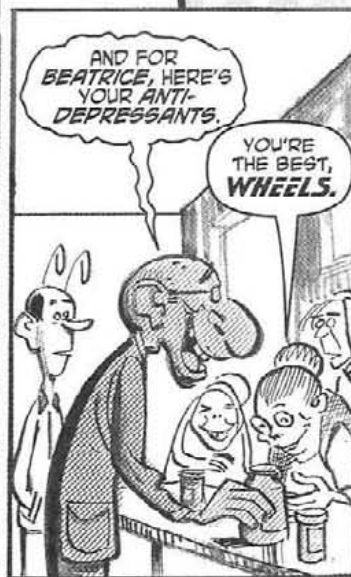
GO FOR IT!!

SCREECH!! YEEE-HAW!! ROAR!



CRASH

RUNNKK!





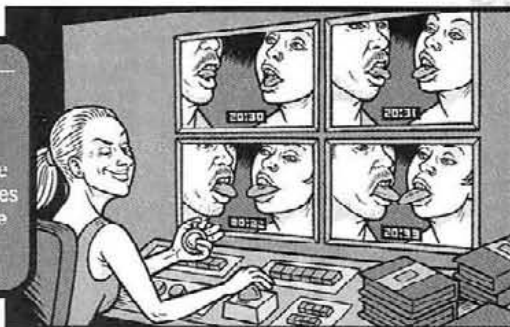
Dating is a lot of work (so we hear) — but making a show *about* dating is even harder! In fact, putting together a show like *Blind Date*, *The 5th Wheel* or *elimDATE* is as difficult as the contestants are easy! So, give thanks to the folks behind the scenes as you...

MIRANDA GUB — WARDROBE CONSULTANT

Stuffs female contestants into clothes that are itchy, tight and uncomfortable — thereby making sure that they'll be undressing at the soonest possible opportunity.

**JILLANE CHACKLE — FILM EDITOR**

Utilizing animation, slo-mo replays and visual effects, is able to stretch four minutes of interesting footage into a 30-minute program.

**BO WATSON — ASSOCIATE PRODUCER**

Specializes in asking contestants vague, open-ended interview questions, so that their replies can be edited to make them look like horny, thoughtless buffoons.



BEFORE

AFTER

MEET THE REALITY

**JOE MAHONEY — LIMO DRIVER**

Knows the location of every speed bump and pothole in the city — guaranteeing the maximum amount of the show's highly-prized "jiggle factor."

**JASPER ROACH — DIRECTOR**

Got his start in show business overseeing episodes of *The Man Show* — until he quit in a huff after being accused of having a juvenile sense of humor, dubious moral standards and no personal dignity...by Adam Carolla!

CREW BEHIND YOUR FAVORITE DATING SHOW

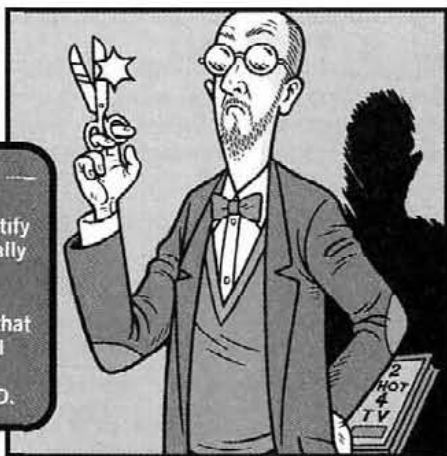


KATHLEEN UMERIDGE — EVENTS COORDINATOR

Chooses activities that steer the conversation, no matter how innocent, towards crude sexual innuendo.

JEREMIAH PUGSLY — CENSOR

Makes sure to identify and remove any really crude, vulgar and offensive language and footage — so that it can be reinserted later and sold as a *Too Hot For TV* DVD.



CHAZ HENDERSON — LEGAL ADVISOR

Settles the endless lawsuits that pour in from bimbos and meatheads who claim that the show's producers made them look like...bimbos and meatheads.



ZACHARIAS NOEL — SOUND EDITOR

Pioneered the practice of bleeping out random, inoffensive words of a couple's conversation — making even the most articulate, civilized discussion sound like a drunken sailor's profanity-loaded tirade.



SAMUEL BRIGHT — DIRECTOR OF PHOTOGRAPHY

One of the few professionals in the field who can strike that delicate balance of adequately lighting a shot while making sure that the lamps' intense heat doesn't melt the participants' breast implants.



BEFORE

AFTER

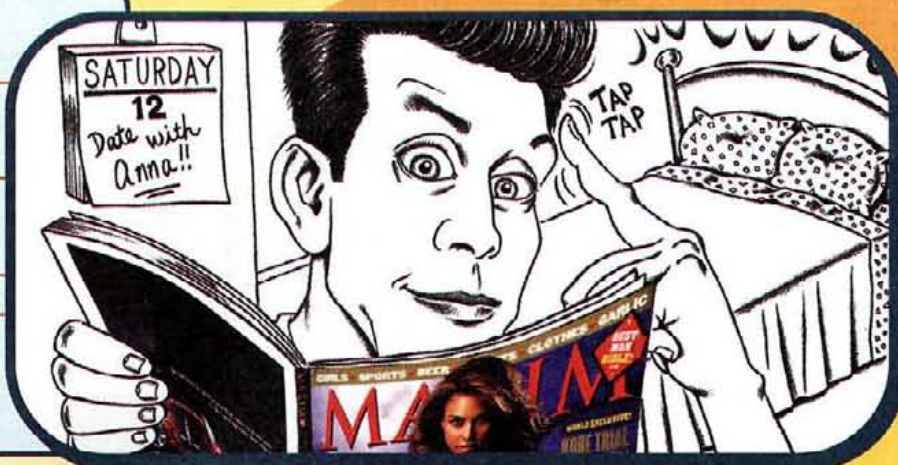


It's a well-known fact that most magazines spend (i.e. waste!) big bucks on "reader profiles" in a desperate attempt to get a better psychological understanding of their audience. But being astute students of the human psyche, we at MAD have no need for such things. For we have the uncanny ability to actually peer into the pathetic, pea-sized brains of those hopelessly hooked on any newsstand title and offer you a disturbing glimpse...

INSIDE THE TWISTED MINDS OF

A TYPICAL MAXIM READER

- believes that showing nipples would be shameful and demeaning to women, but a snotty, condescending attitude is perfectly all right.
- each month, thinks that this time, the tips he's read on how to get a woman into bed on the first date will actually work.
- likes to imagine that he really could get his girlfriend to go for a three-way, even though she won't even let him look at real porn.
- finds *The Man Show* too "clever" and "elitist."
- is gratified to find that a magazine full of jokes that aren't funny, articles with no information, and cheesecake pictures with no real nudity perfectly reflects his own mediocrity.



A TYPICAL COSMOPOLITAN READER

- wants to believe that every month, there's some new place to touch a man to drive him wild, aside from the blindingly obvious one.
- is unable to judge the quality of relationships, friendships or even personal temperament without the aid of unscientific quizzes.
- is often so moved by the one article about serious women's issues that she'll pause for a full five seconds before turning the page.
- knows that having a healthy, realistic self-image regarding one's body is almost as important as getting the latest dish on Nicole, J.Lo and Britney.



A TYPICAL Sports Illustrated READER

- wanted the football phone, then just kept renewing his subscription for some vague reason.
- loves sports so much he spends his whole life sitting on his ass eating junk food while watching other people play them.
- knows the complete stats of every player on his favorite baseball, basketball and football teams; can't remember his wedding anniversary.
- needs the in-depth sports coverage you simply can't get from reading an entire section of the newspaper every single day of the week.



MAGAZINE READERS

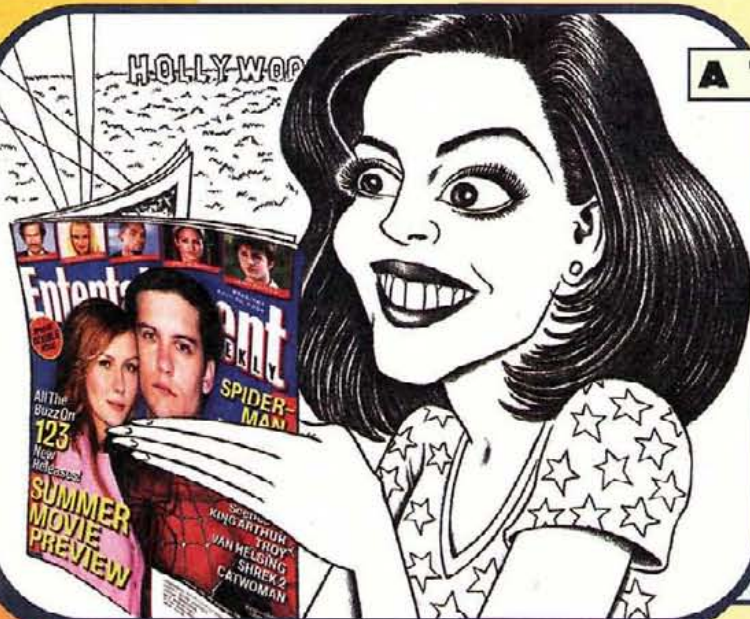
A TYPICAL THRASHER READER

- appreciates interviews with subjects even more inarticulate than he is.
- has an endless appetite for sequential photos of different pros doing the same tricks.
- needs something to read during long stays at the hospital due to skateboard-related injuries.
- continually assures parents that he'll pay them back for the subscription price as soon as he "gets sponsored."



A TYPICAL Entertainment READER

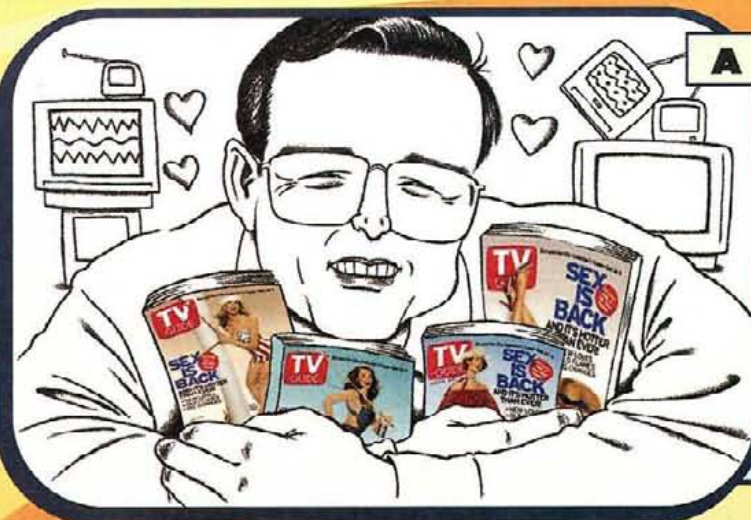
- can't wait until the week of a film's release for information; must know about all 150 movies of the bland fall season RIGHT NOW!
- enjoys the subtle dissonance between the glowing praise in the puff piece on whatever blockbuster is gracing the cover and the total savaging of the same film in the actual review a few pages later.
- thinks newspaper entertainment sections aren't smug and smart-alecky enough.
- can't understand how Stephen King can write a 1,000 page book in a month, but can't crank out a one-page column more than every three weeks.
- feels strongly that editors need personal letters of thanks for performing the high public service of putting popular movie stars on magazine covers.



A TYPICAL Rolling Stone READER

- craves in-depth interviews with celebrities too shallow to warrant an in-depth anything.
- lives under the delusion that he's still down with what's cool despite being an aging baby boomer.
- wishes the large page size also meant large print, so he/she wouldn't need to use reading glasses.
- believes that the one "National Affairs" article per issue is enough to make the whole magazine socially relevant.
- hasn't yet realized that this Rolling Stone is one that, metaphorically, is indeed gathering moss.





A TYPICAL TV GUIDE READER

- just can't get enough multiple covers.
- hasn't caught on that the TV Guide Channel, digital cable and internet listings have made the print edition utterly obsolete.
- might have squandered precious time on unworthy programming if it weren't for TV Guide's trained "experts" picking out *The Tuxedo* as Saturday night's "Guilty Pleasure."
- really needs help to know when to cheer and when to jeer.
- picked it up to flip through in the checkout line, accidentally put it down among groceries.

A TYPICAL GAMEPRO READER

- is, ironically, a game amateur.
- demands the objective, unbiased coverage of a magazine completely beholden to advertisers.
- appreciates having a magazine to reinforce all the latest gaming information that's all over the internet.
- engages with friends in heated, intensely mindless debates over the relative merits of *GamePro* versus *Electronic Gaming Monthly*.



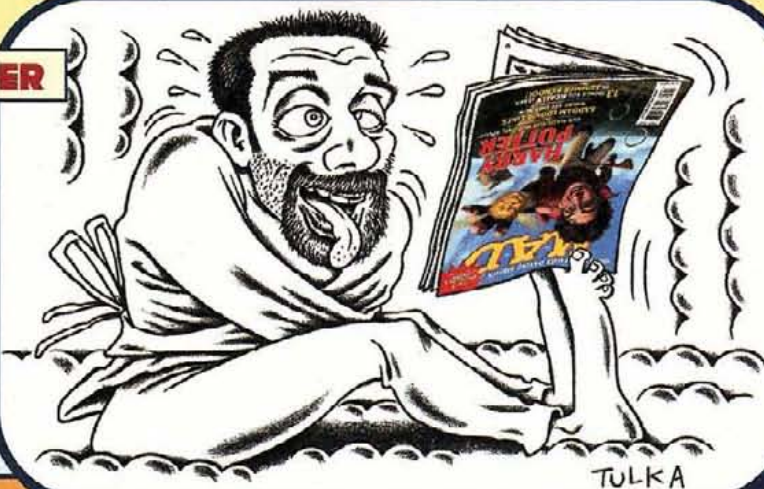
A TYPICAL W READER

- likes to read about wrestlers' fake thoughts and feelings, to put their fake battles into proper dramatic context.
- defends the integrity of pro wrestling as a macho sport by pointing out the physically demanding choreography and potentially risky stunts, not realizing that he's using the same argument as cheerleaders.
- still wonders how pro wrestlers take all those chair blows to the head, considering how many stitches he got after trying it in the backyard.
- becomes totally disillusioned when introduced to *real* wrestling in P.E. class.



A TYPICAL MAD READER

- still can't figure out just what those spies are fighting about.
- thinks it's brilliant that a different celebrity's face is replaced by Alfred's, month after month.
- is utterly shocked whenever TV satires DON'T end with the cast of another hit show popping up to comment on how the show in question is similar to theirs.
- is convinced that replacing the names of movie and TV stars with vaguely demeaning words that sound similar is the ultimate height of cleverness.



TULKA



THE DRAB FIVE DEPT.

Stereotypes are ignorant and unfair. Unless they make you a ton of money! Like the currently-hot stereotype that all homosexuals are so hip, organized and savvy that they can fix the lives of any heterosexual on the planet! (Much nicer than the damaging stereotype that all MAD writers are lactose intolerant!) So while TV producers are raking in the money, it's up to us to keep a...

weird eye

ON THE QUEER GUISE

YOU'RE FIRED!

I'm Fed, the resident gourmet! I've taught our skittish "straights" to prepare sushi, caviar, seaweed, even goose liver pâté! But the first thing I always teach them is how to boil a pot of water. Not for any meal, but because everything in their filthy apartments usually needs to be sterilized!

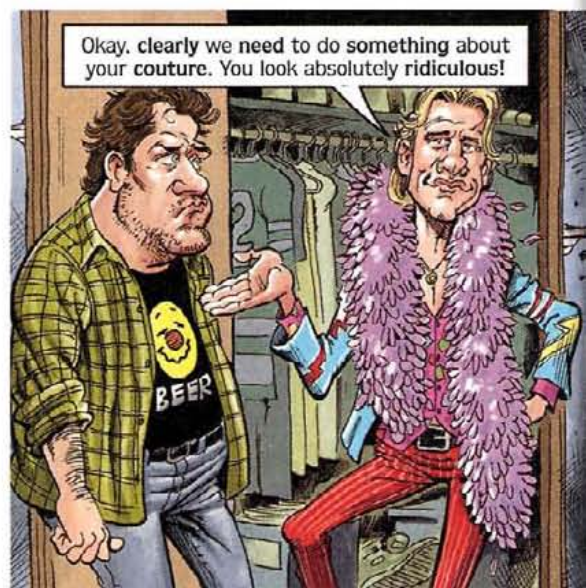
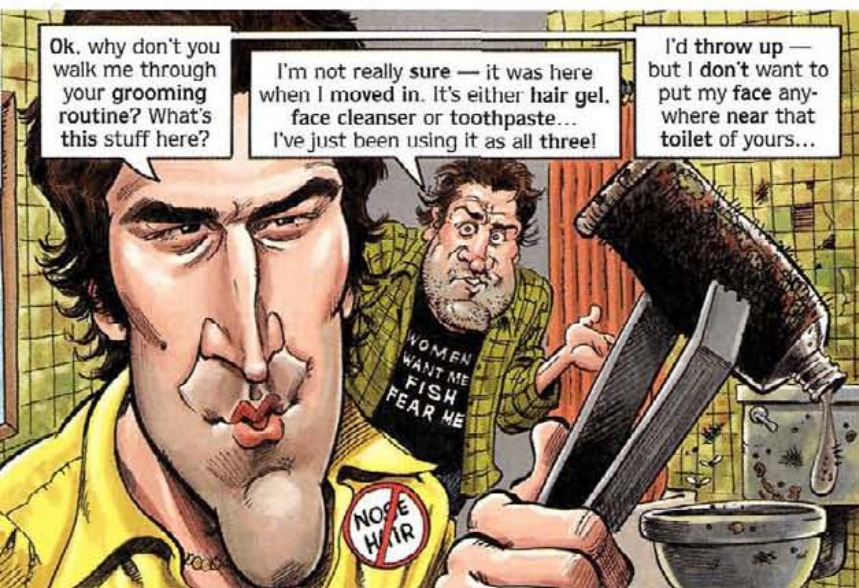
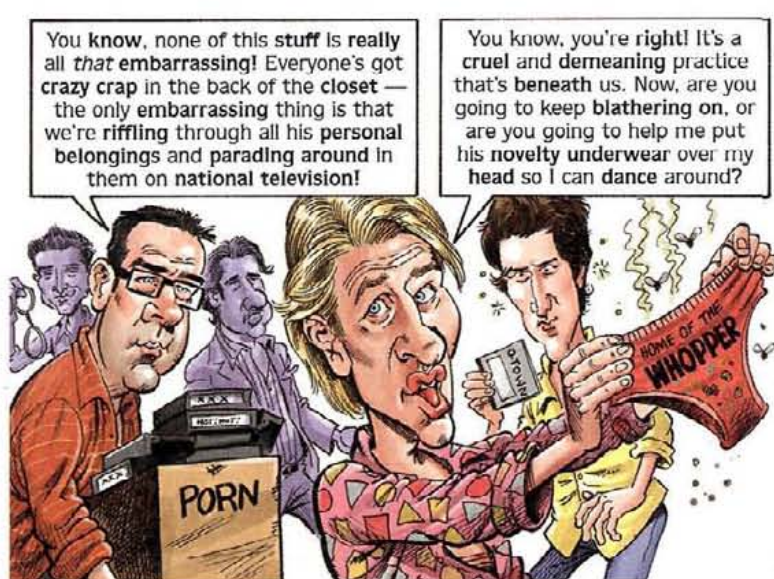
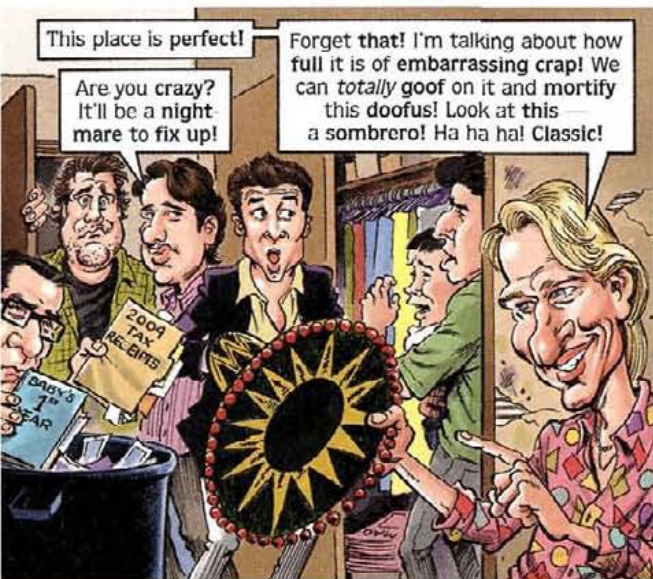
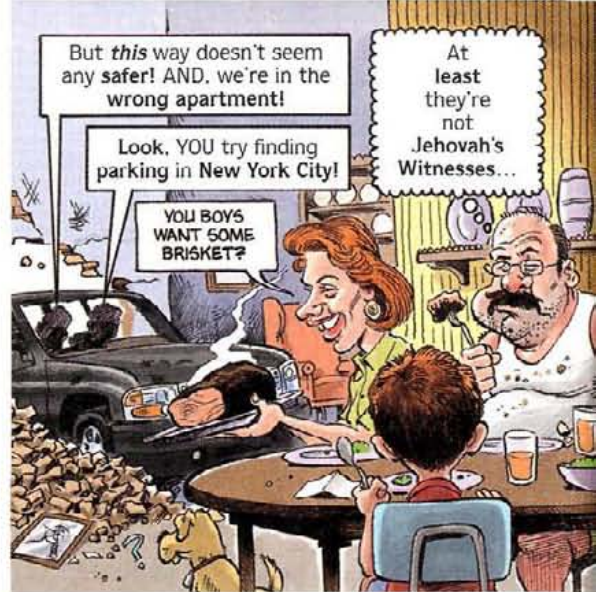
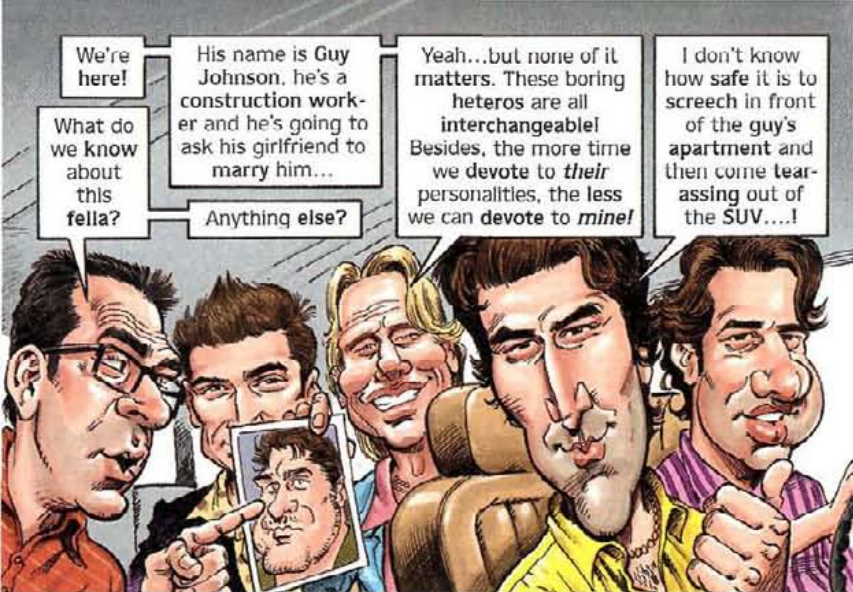
I'm Thum. I get the dream job of cleaning up this guy's sty of an apartment! So while the others get to go to shops and boutiques, I have to sift through his filth and work like a dog! At least, until the carpenters, painters and plumbers arrive to do the actual work!

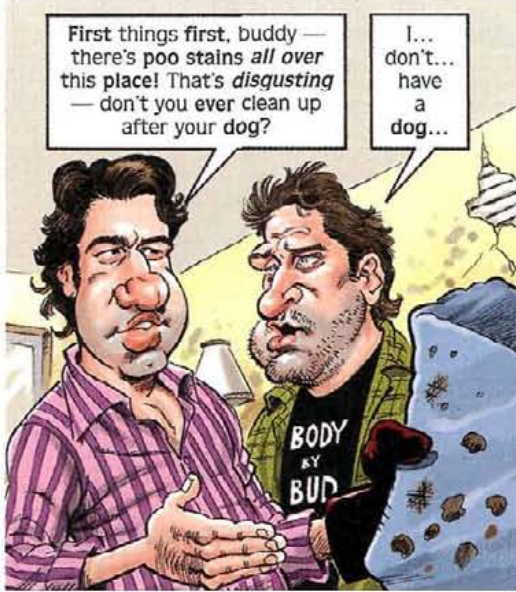
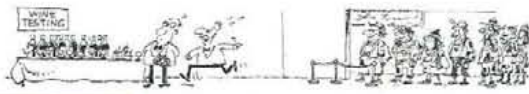
I'm Cruisin', the fashionista and over-the-top gay guy! How flamboyant am I? I've gotten letters from *drag queens* asking that I "tone it down a bit"! I'm also the break-out star of this show, but my sassy gay attitude has lead to some hate mail — on the upside, it's all from the guy who plays "Jack" on *Will & Grace* telling me to stop stealing his schtick!



I'm Stylin', the style guru! I'm the perfect man — I'm male model-handsome, AND I know all about hair! Sure, this show is made for men, but I think women watch each episode hoping that I'll come *into* the closet!

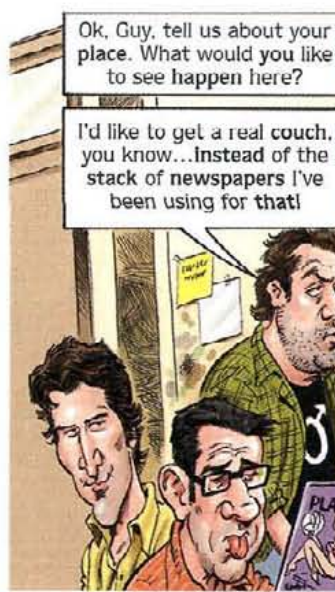
I'm Gai, the culture expert! Every member of the Drab 5 has an important job! Stylin' develops the guy's new look. Cruisin' revamps his entire wardrobe. Fed teaches him to prepare an exotic menu and I...uh...buy CDs. Oh, and I also state really obvious stuff like, "Yikes, this place is a mess" and "Buddy, you need a makeover!" and, most obvious of all: "I'm lucky the producers didn't just hire some teenager hanging out around Best Buy to do my job!"





First things first, buddy — there's poo stains *all over* this place! That's *disgusting* — don't you ever clean up after your dog?

I... don't... have a dog...



Ok, Guy, tell us about your place. What would you like to see happen here?

I'd like to get a real couch, you know... Instead of the stack of newspapers I've been using for that!

Now, you had said that you wanted to be able to entertain friends...

It'd be cool to have, like, a home theater set-up...

A home theater? Ok, well, you've already got the sticky, dirty floors taken care of! We'll buy you a widescreen TV and call it a day!

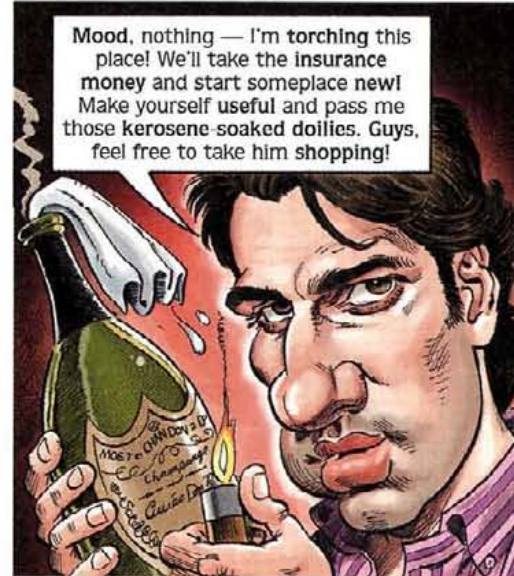


God, I can't believe the mess you live in!

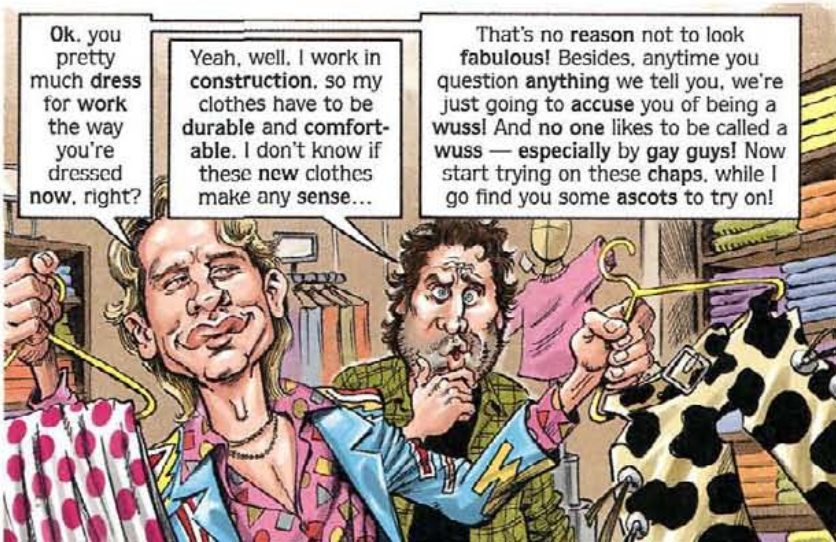
What are you talking about?!? You morons spent the last two hours pulling out everything I own and tossing it all over the place!! I just saw Gai dump two full garbage bags in the center of my dining room table!

Anyway, I think I'm going to start by setting up a bunch of votive candles all around here!

That's cool — set up some romantic lighting, create a nice mood...



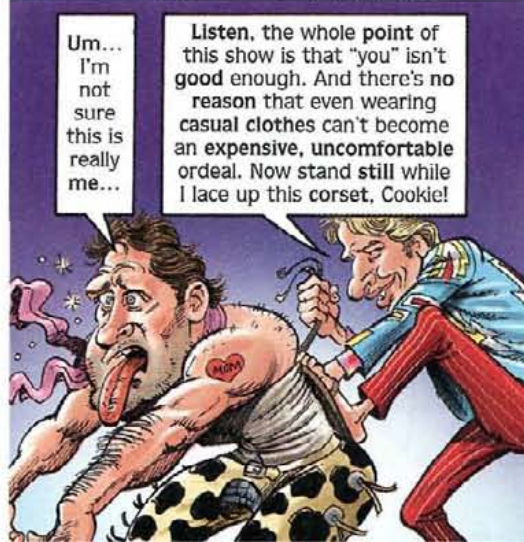
Mood, nothing — I'm torching this place! We'll take the insurance money and start someplace new! Make yourself useful and pass me those kerosene-soaked doilies. Guys, feel free to take him shopping!



Ok, you pretty much dress for work the way you're dressed now, right?

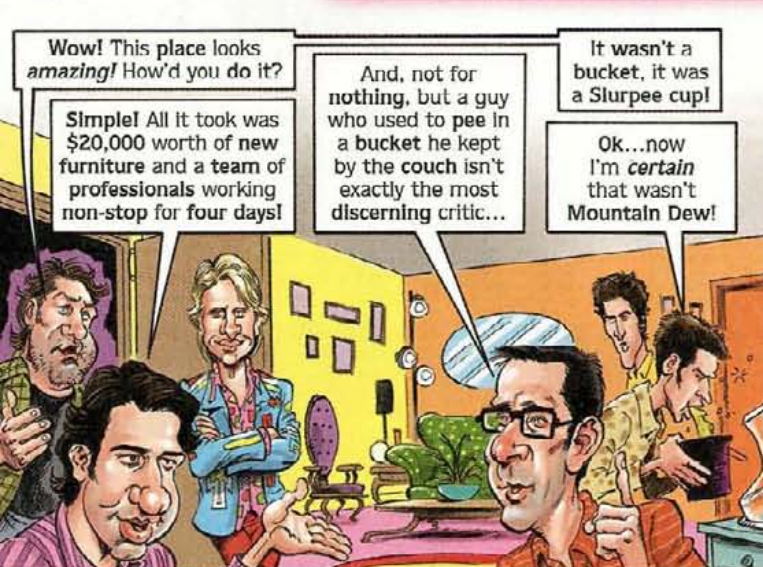
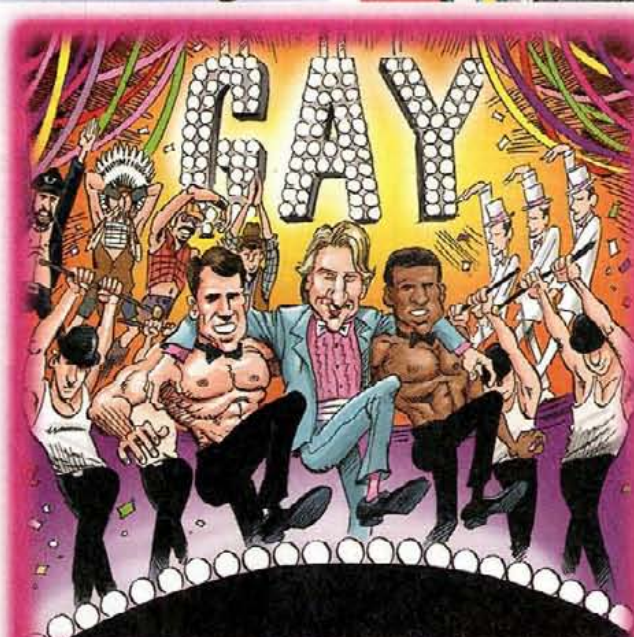
Yeah, well, I work in construction, so my clothes have to be durable and comfortable. I don't know if these new clothes make any sense...

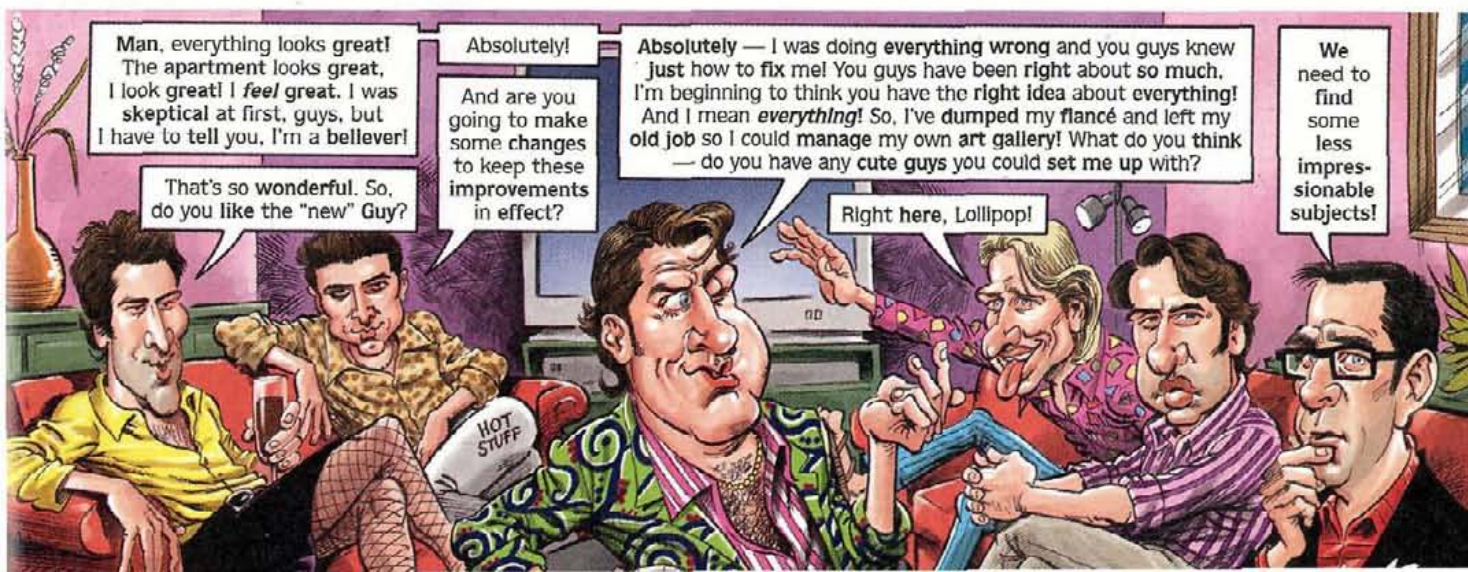
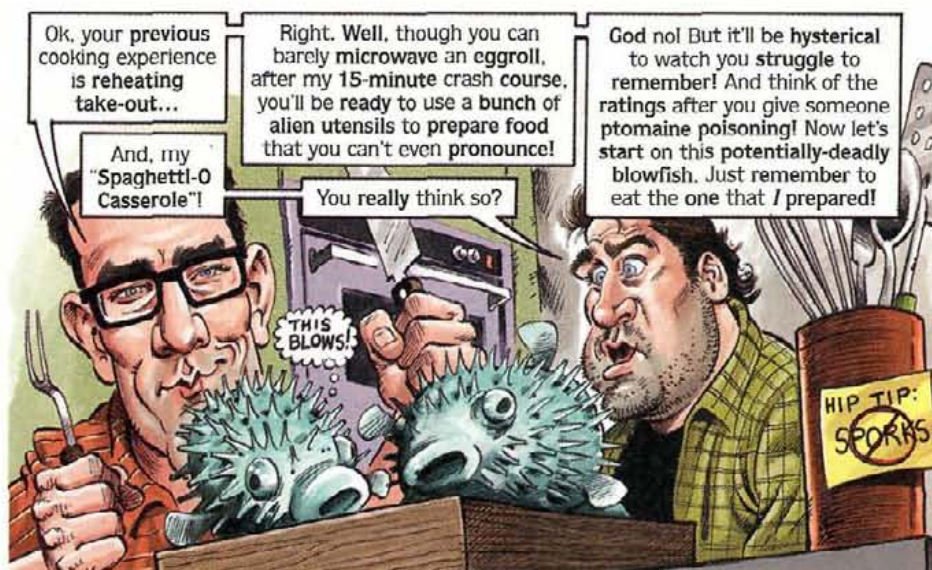
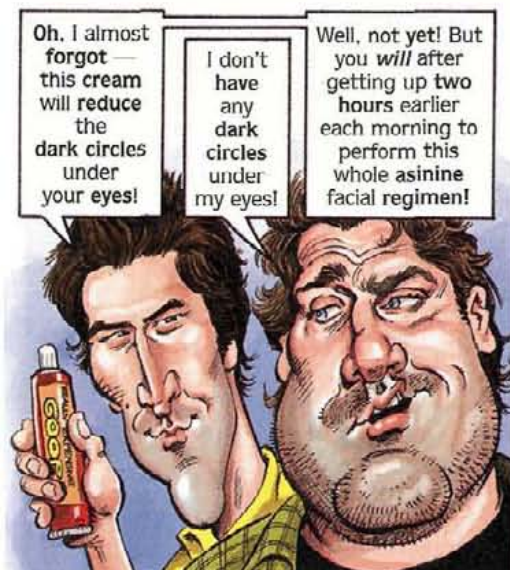
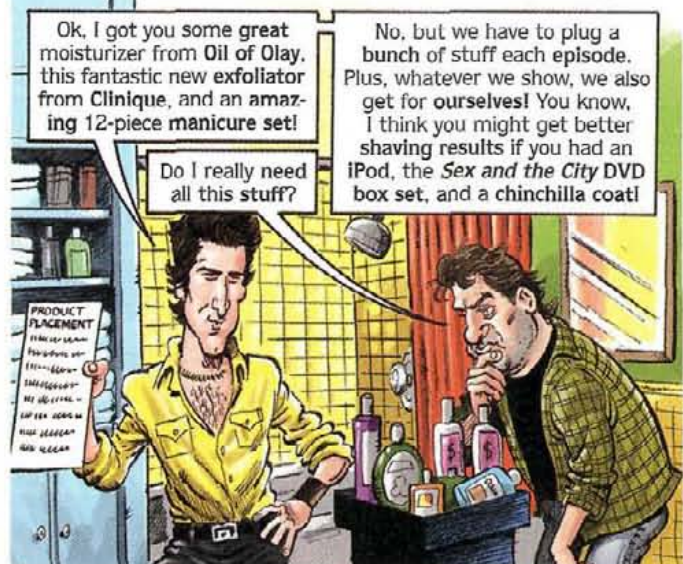
That's no reason not to look fabulous! Besides, anytime you question anything we tell you, we're just going to accuse you of being a wuss! And no one likes to be called a wuss — especially by gay guys! Now start trying on these chaps, while I go find you some ascots to try on!

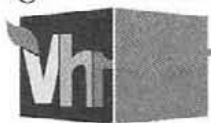


Um... I'm not sure this is really me...

Listen, the whole point of this show is that "you" isn't good enough. And there's no reason that even wearing casual clothes can't become an expensive, uncomfortable ordeal. Now stand still while I lace up this corset, Cookie!





THE BEHIND
OF THE MUSICthis episode: Def Leppard
Drummer Rick Allen's Left Arm

The year is 1983. British pop-metal band Def Leppard tops the U.S. charts with the massively-popular and completely-forgettable album, *Pyromania*.



Dec 31st, 1984 — During an unscheduled car accident, drummer Rick Allen and his left arm decide to go their separate ways.



Everyone knows that Allen bravely continued his musical career (proving you only need one arm to play in a crap band like Def Leppard).



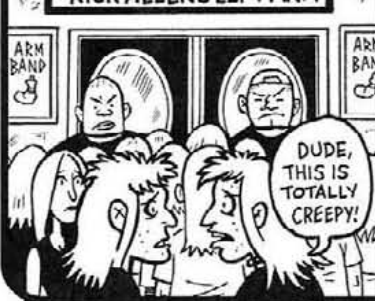
Few know, however, that Allen's left arm also pursued a drumming career after leaving Allen and the band.



Being roughly 1/6th of a rock star, the arm did attract some attention.

WHISKEY AU GO GO

TONITE
ARMBAND feat.
DEF LEPPARD DRUMMER
RICK ALLEN'S LEFT ARM



Unfortunately, the audience reaction was less than enthusiastic.



Depressed, the former 1/6th of a rock star fell into a sordid life of drugs and partying.



When the money ran out, the arm ended up in the street, begging for handouts on Hollywood Boulevard.



Eventually the police picked up the arm for vagrancy.



Despondent, the arm attempted suicide.



The arm spent most of the 90s in and out of various rehab clinics.



In 2004, VH1's *Bands Reunited* and micro-surgeon Rajiv Gupta brought Allen and his long-missing arm back together for a one-shot reunion show.



After which, Allen and his arm once again went their separate ways.



WHAT'S THE LATEST
TACTIC RECORDING
COMPANIES ARE USING
TO DISCOURAGE MUSIC
DOWNLOADING?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Music piracy is out of control these days. In an effort to stop losing money, the recording industry is going to great lengths to nip this problem in the bud. So far they have been unsuccessful, but now they may have hit on a foolproof plan. To see what it is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

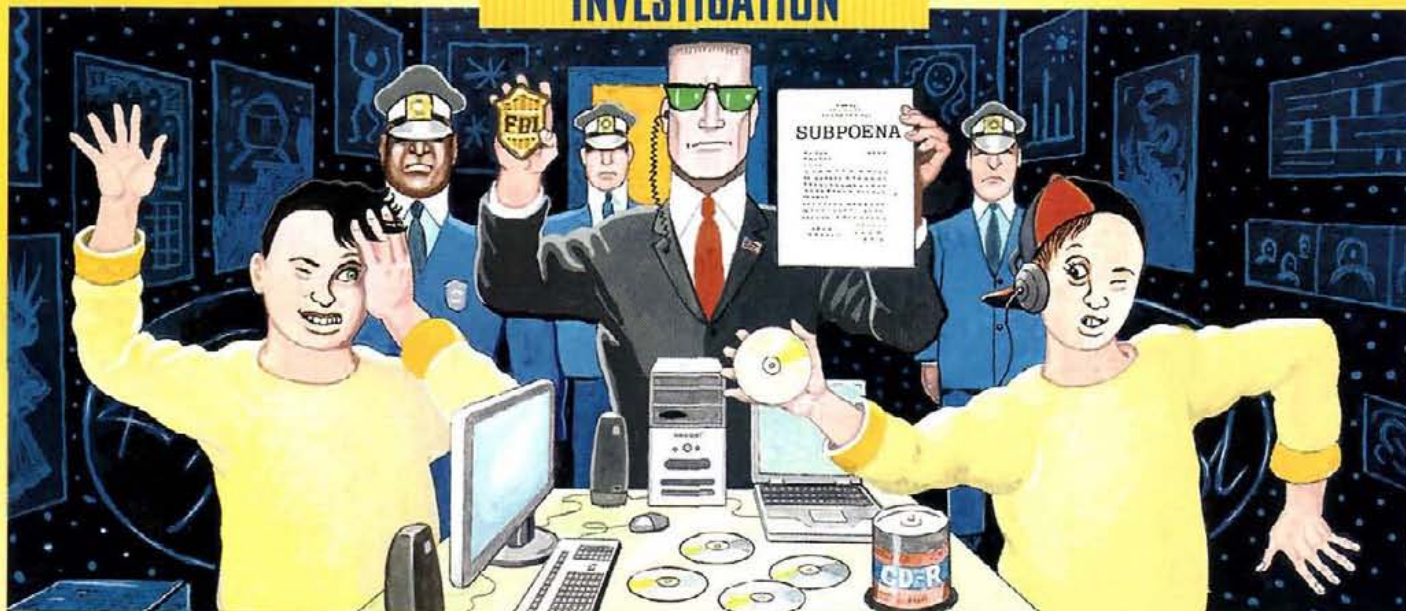
A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"

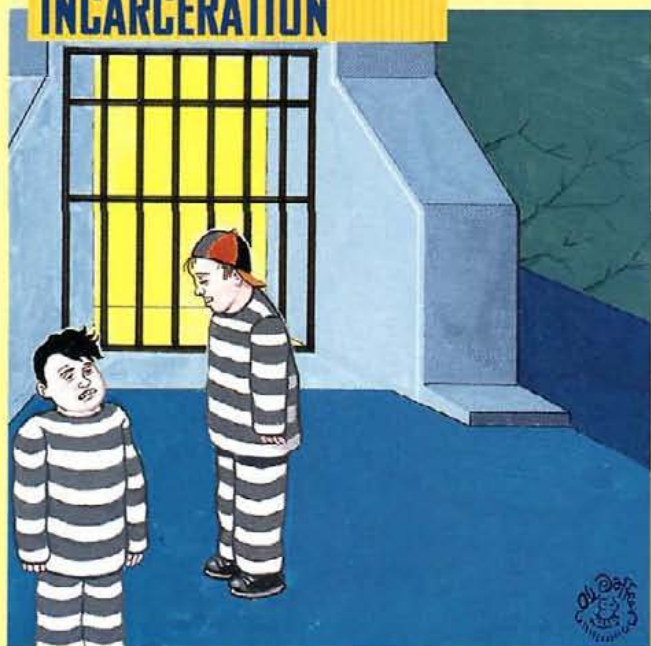
INVESTIGATION



CONFISCATION



INCARCERATION



SIGNIFICANT EFFORTS HAVE BEEN MADE RECRUITING
WILLING LAWYERS TO SUE DOWNLOADERS AND SLAM
HUMONGOUS FINES ON THEM. THEY'RE ALSO GOING TO
TRY JAILING THEM. THIS PUNITIVE IDEA IS
A CONTROVERSIAL ONE AND WILL BE DIFFICULT TO ENACT

ARTIST AND WRITER: AL JAFFEE

WHO ARE YOU?



MARIO vs. DONKEY KONG

NINTENDO

NEMESIS? AVENGER? HERO?

OUTSMART DONKEY KONG AND BRING BACK
THE MINI-MARIOS IN MARIO VS. DONKEY KONG.
ONLY FOR GAME BOY ADVANCE.



GAME BOY ADVANCE SP

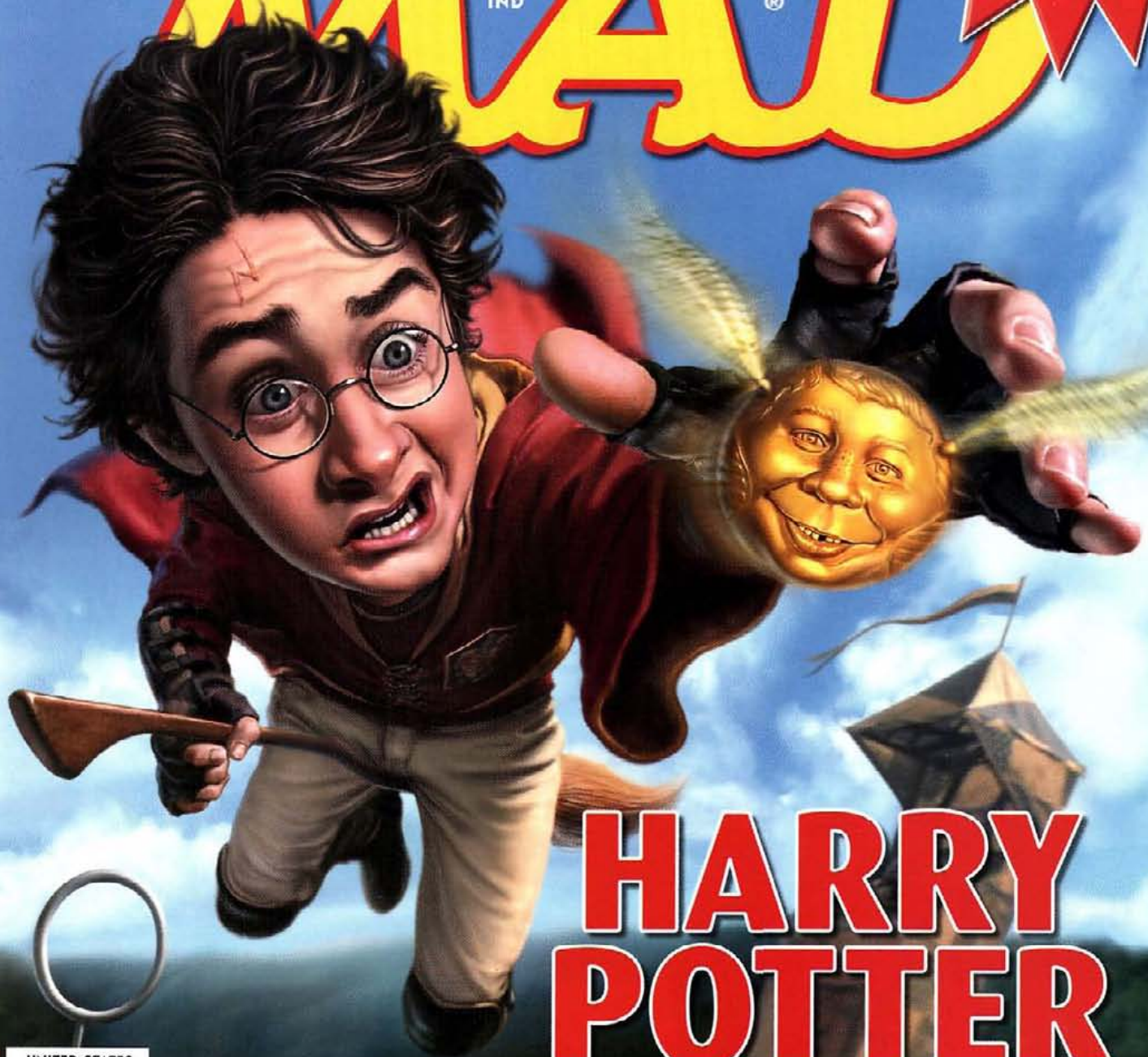


© 2004 Nintendo. Developed by Nintendo Software Technology Corporation. TM, ® and the Game Boy Advance logo are trademarks of Nintendo. © 2004 Nintendo. www.nintendo.com

QUEER EYE • REALITY DATING SHOWS

1 OF 2
COLLECTOR'S
COVERS!
WE WANT YOUR MONEY!

MAD



HARRY POTTER

OUR MAGICALLY MORONIC SPOOF!

SADDAM LOOK-A-LIKES
WHERE ARE THEY NOW?

13 THINGS YOU REALLY LEARN
IN **SUMMER SCHOOL!**

UNITED STATES

#443 JULY 2004 \$3.50 CHEAP!
0 7092 33230 6 07>

www.madmag.com